BROADCASTING

Published Semi-Monthly • Vol. 3 No. 8 WASHINGTON, D. C., OCTOBER 15, 1932 • $3.00 the Year 15c the Copy

THE NEWS MAGAZINE OF THE FIFTH ESTATE

WHY ELECTRICAL TRANSCRIPTION?

Because you can merchandise your broadcasting schedules in the same way that you merchandise other advertising.

Because your program is a material asset, available to put on the air anywhere at any time.

Because you can control the time of your broadcast to reach the biggest audience.

Because it is economical to concentrate in sales territories.

Because Western Electric Wide Range Noiseless Recording (available only through World Broadcasting System) insures perfect radio production.

The World Broadcasting System operates through leading stations in every part of the country. The advertiser can match his sales territory perfectly with this flexible, economical and fine quality method. The World Broadcasting System Station List of over 170 radio stations will be sent on request.

World Broadcasting System, Inc.

World Broadcasting Building 50 West 57th St, New York

179 King St., W., Toronto • 1040 North Las Palmas Ave., Hollywood, California

Production Studios: New York, Chicago, Hollywood

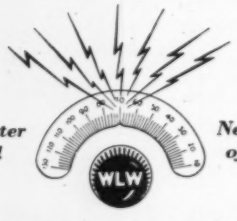
SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

Beech-Nut uses the WLW Field Merchandising Service

The well known "Chandu" program was the feature of the highly successful Beech-Nut five-night-a-week program over WLW, the Nation's Station

WHEN Beech-Nut placed its five-night-a-week program for broadcasting over WLW—the Nation's Station—the Field Merchandising Service swung into prompt action. Field calls were made on grocery and confectionery wholesalers over a wide territory. Window streamers were placed in store windows. The radio program was thoroughly explained to proprietors of retail stores and their clerks. Dayton, Louisville, Cincinnati, Columbus and Indianapolis grocery chains were contacted and much special display cooperation obtained. Fourteen automobiles operated by the WLW Field Merchandising Service accomplished these most satisfactory results with the utmost dispatch. District managers of this client write enthusiastically about the help given them by the WLW Field Merchandising men. Write for the 72-page portfolio and full details of our plan.

Near the center of the Dial



Near the center of Population

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., ***President*** **CINCINNATI**

*THAT BOSTON SURVEY!

Let's see what it really shows . .

DAY-TIME HOURS, 9:00 A.M. to 7:00 P.M.

Four stations divide listener popularity almost equally, the approximate percentages being 27, 25, 23, and 21. Other stations account for the remaining 4%.

EVENING HOURS, 7:00 P.M. to 10:00 P.M.

WBZ leads all others with an approximate listener popularity of 33%, or practically one-third of the total Metropolitan Boston evening audience.

Westinghouse

WBZ BOSTON

The most powerful full time station in New England—25,000 watts on a cleared channel.

WBZ, and WBZA, carrying indentical programs effectively serve Massachusetts, Rhode Island, and parts of Connecticut, New Hampshire, Maine and Vermont.

OTHER WESTINGHOUSE STATIONS

WBZA	KDKA	KYW
Springfield, Mass.	Pittsburgh, Pa.	Chicago, Ill.

T-79396

* *A survey of 12,404 telephone interviews in Metropolitan Boston, tables computed and authenticated by Walter Mann & Staff, according to a recent advertisement in BROADCASTING*

Nothing Succeeds Like Success

DURING OUR FIRST YEAR

Which ended with our
October 1 issue

161 FIRMS PLACED 179,408 LINES OF PAID ADVERTISING

In the Columns of

BROADCASTING
THE NEWS MAGAZINE OF THE FIFTH ESTATE

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DeForest Radio Co.
Doolittle & Falknor
Felix, Edgar H.
Graybar Electric Co.
General Radio Co.
Harper & Brothers
Jacobs, Chas. F.
Jansky & Bailey
Littelfuse Laboratories
Mahone, George
McNary, J. C.
National Association of Broadcasters
National Radio Equipment Exhibition
NBC Artists Service
Postal Telegraph
RCA Communications, Inc.
RCA Victor Co., Inc.
Radio Research Co.
Sears, A. T. & Son, Inc.
Union Mutual Life Co. of Iowa
United States Gypsum Co.
Universal Microphone Co., Ltd.
Western Electric
Western Radio Engineering Co., Inc.
Wiley, John & Sons, Inc.
World Broadcasting System

Shepard Broadcasting Service, Inc.
(Yankee Network—11 Stations)

Don Lee Broadcasting System
(8 Stations)

WBBM	WJR	WSM
WBT	WKRC	WTIC
WBZ	WKZO	KDKA
WBZA	WLS	KELW
WCAE	WLW	KFH
WCAU	WMAL	KFKX
WCCO	WMAQ	KMBC
WCLO	WMBD	KMOX
WCSH	WMCA	KOIL
WFAN	WMT	KSTP
WFBG	WNAX	KYA
WGN	WOKO	KYW
WHAS	WOR	CFCF
WIL	WPG	CKOK
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IT IS SIGNIFICANT

that the following advertising agencies have selected BROADCASTING as a profitable medium for their clients:

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NATIONAL PRESS BUILDING

BROADCASTING
THE NEWS MAGAZINE OF THE FIFTH ESTATE

WASHINGTON, D. C.

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The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 3, NO. 8 WASHINGTON, D. C. OCTOBER 15, 1932 $3.00 PER YEAR—15c A COPY

Making Retail Radio Advertising Produce

By KENNETH COLLINS

Executive Vice-President

R. H. Macy & Co., Inc., New York

Sponsors, Not Medium, to Blame If Broadcast Trials Fail; Patience, Originality and Human Touch Held Essential

Mr. Collins

THE EFFECTIVENESS of radio in national advertising nowadays goes unchallenged, but there is still some skepticism among retail merchants as to its adaptability to their needs. This article, written exclusively for BROADCASTING by one of the foremost figures in advertising, explains how the world's largest department store experimented with the medium, floundered about a bit and then discovered the secret of success. Most retail radio advertising fails, according to Mr. Collins, because the sponsors use the same methods of approach practiced on the printed page. To be successful on the air, retail merchants must first learn that "radio is a sensitive, unusual type of advertising vehicle and cannot be handled in any stereotyped manner".

RADIO ADVERTISING has failed to produce for most retailers. That's not the fault of the medium. It's because of the stupidity of the retailers. Stores have repeatedly bought radio time with no notion of what they could do with it and have put on different broadcasts for a period of a few weeks or months—and then, failing to get their money's worth, have loudly complained about the deficiencies of this form of advertising.

Anyone with any sense about human beings realizes that the radio is a sensitive, unusual type of advertising vehicle and cannot be handled in any stereotyped manner.

The people who do the broadcasting are strangers to the public when they begin. Most of them are without advertised or known names. It takes time for a listening audience to begin to know them. It's like developing a friendship. You can't turn a casual acquaintanceship into a real friendship in two or three weeks. It takes months and sometimes years. Similarly you can't learn to know the radio broadcasters over-night.

But here is the astonishing thing. The minute they do begin to occupy a place in the estimation of those who are listening, similar to the place occupied by friends, their hold on the public becomes more intense and more vital than that of the writer who has to translate his or her thoughts through some other medium.

Success Came Gradually

NOT KNOWING this, the first three or four months we used radio broadcasting at Macy's, we floundered around badly. Quite honestly, if we had not had a share in the ownership of Station WOR, we probably would have abandoned this form of advertising. But we did feel compelled to go on. And little by little we began to discover that those people who were doing our broadcasting were gaining a large listening audience.

We didn't guess at this. We found it out by the increase in mail and better still, by the increase in tangible sales results. So tangible it was, in fact, that today we spend somewhere in the neighborhood of 10 per cent of our so-called "space" dollar appropriation, for the radio—and may increase this amount.

Personal Approach Necessary

I THINK we have been most successful in those practical advertising methods which pre-suppose an intimate relationship between the person broadcasting and the person listening. We try to let them into secrets, so to speak. We announce sales events in advance. We offer limited lots of merchandise at attractive prices, which are to be advertised in no other way. We let them feel that this is a sort of exclusive message we are giving them.

When the reverse of this method is used, we have found that it fails. I suppose it is obvious why it should fail. People listening to radio broadcasting are not sitting in large halls assembled in a sort of convention. They are listening one by one, at individual radio sets, and expect to be treated in a friendly, personal manner. Where the broadcaster, other than those concerned with exceptionally dramatic programs such as The March of Time, forgets his close, intimate relationship, he makes a fool of himself and of radio technique.

Still Experimenting

AT FIRST we felt that the radio could only be used profitably by us for the sale of specific merchandise, in the manner mentioned above. But finding that this was growing in its importance, and getting occasional hints that the human touch was more and more appreciated by radio listeners, we began experimenting (and are still experimenting), with evening broadcasts of an institutional character.

Now, institutional advertising is, per se, that kind which attempts to dramatize or make more clear those facts about any business organization which differentiate it from any other. There are, of course, countless ways in which these unique features can be told to people. We have felt that about 99 per cent of radio advertisers were telling them in the dullest, most pompous fashion possible. The chest tones of most manufacturers drown out all semblance of good advertising. No one is very much awed by any average business concern except the owner of the business and his much-frightened employees. This is especially true when the product is a cough drop, a cigarette, or some other relatively trivial article which should never be regarded with great dignity and veneration.

Unique Facts Stressed

ACCORDINGLY, we listed certain facts about our particular business which are unique—the fact that we buy and sell for cash, the fact that we are now probably the largest store in the world, the fact that we are exceedingly crowded, etc. and attempted to broadcast these in some human-interest fashion. We adopted the WOR Minstrels and had the temerity to allow them to poke fun at these sacred cows of the business. The colored boys are always trying to take out charge accounts. They are always getting lost in the crowd, thinking they are at the Pennsylvania Station—though, with

(*Continued on page 24*)

Brinkley's XER is Authorized To Use 500,000 Watts Power

Mexican Action Threatens Serious Interference; Protest is Filed With State Department

PORTENDING serious interference to at least a half dozen clear channel stations in the United States and several in Canada, the Mexican government has authorized XER, at Villa Acuna, across the Rio Grande from Del Rio, Texas, to increase its power from 75 to 500 kw., which will make it the most powerful station in the world. Simultaneously, XER was granted the right to operate alternately on the mid-channels of 735 and 655 kc., both between clear channels used by American and Canadian stations.

News of the action, first obtained exclusively by BROADCASTING, was immediately communicated to the U. S. stations principally involved on Oct. 7. Repercussions came at once, and on Oct. 8 a formal protest was filed with Secretary of State Henry L. Stimson through the NAB. The communication, bearing the signature of Philip G. Loucks, NAB managing director, was delivered at the State Department by Arthur W. Scharfeld, radio attorney representing several of the stations which would be seriously damaged if the station increased its power to 500 kw.

Revealed by Diplomat

OFFICIAL advices telling of the grants were transmitted to the State Department by Reuben Clark, American Ambassador at Mexico City, BROADCASTING learned. While the authorizations were given a Mexican corporation operating the station, it is generally believed that Dr. John R. Brinkley, of Milford, Kans., former operator of KFKB (now KFBI), controls the station through a dummy Mexican corporation and that he was behind the move for the tremendous increase in power.

Dr. Brinkley, who was ruled from the air by the Radio Commission more than a year ago because of his medical broadcasts, which were considered inimical to public health, built XER close to the international border so he could carry on his radio activities. He is now a candidate for governor of Kansas and is conducting most of his campaign over XER.

The protest requested the Department to take whatever steps are necessary to maintain the status quo with respect to the assignment of frequencies, increases in power and new construction of stations in Mexico so as not to prejudice a future solution of the problem. It pointed out that matters under consideration at the International Radio Conference now in progress at Madrid should furnish the basis of the solution.

Conference Asked

"THE CONSTRUCTION and operation of this station with such super-power will destroy the effective service to the public now being rendered by many stations of all classifications licensed by the United States Government", the letter said.

An immediate conference with State Department officials, at which an NAB committee presented its case orally, was held Oct. 13. The NAB Committee consisted of Frank M. Russell, NBC Washington vice president, H. C. Butcher, CBS Washington director, and Messrs. Loucks and Scharfeld.

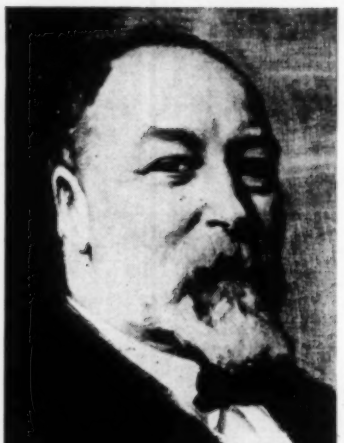
Since last December, XER has been operating on 735 kc. with a licensed power of 75 kw. The station is heard over a wide area of the country and has already caused serious interference with stations on adjacent channels. Only 5 kilocycles has separated it from WSB, Atlanta, operating on 740 with 5 kw., and from CKAC, Montreal, on 730 with 5 kw. At various times, other stations on neighboring waves have suffered blanketing effects.

Greater Interference Seen

WITH 500 kw. and operating on 655 kc. as well as 735 kc., even more serious interference will occur. On 660 kc. only five kilocycles away from the new mid-channel assigned XER, is WEAF, key of the Red network in New Yor'. Five kilocycles away on 650 kc. is WSM, Nashville. Both of these stations use 50 kw.

While there never have been any practical operating tests of stations of the order of 500 kw. in the regular broadcast band during regular program hours, engineers are agreed that stations only five kilocycles away would suffer serious interference. Stations 15 kc.

(*Continued on page 24*)



Mr. Charlesworth

WITH the appointment of Hector Charlesworth, dramatic critic and editor, as chairman of the Radio Commission which will nationalize broadcasting in Canada, the Dominion government is redoubling its effort to collect the $2 annual license fee on receiving sets.

Mr. Charlesworth for many years has been editor of the TORONTO SATURDAY NIGHT. The other two commissioners appointed are Thomas Maher, of Quebec, an editor, and Lieut. Col. W. A. Steel, of Ottawa, a government radio engineer. The Commission will be assisted by Gladstone Murray, Canadian-born vice president of the British Broadcasting Corp.

The Canadian radio law makes it compulsory for listeners to have licenses. Hitherto administered with laxity, it is now being enforced through local dealers, who can sell the licenses to new set buyers and earn a commission of 15 cents of the transaction. Service men also are required to see licenses when repairing sets. The penalty for failure to pay the tax is $50 or three month's in prison.

Solution of Continental Wave Tangle Urged As Mexico Grants Super Power

Treaty of North American Nations Held Essential; Mexican Stations Built to Cater to U. S. Advertisers, Lawyer Says

By ARTHUR W. SCHARFELD*

DEVELOPMENTS within the past week bring us face to face with the problem which has long been the bane of the Federal Radio Commission, the State Department and the broadcasting industry. Official press communications published in many of the country's newspapers last Friday stated that our neighbor to the South was again exercising its sovereign rights and authorizing the use of super power for broadcasting stations located just across the Rio Grande. In this particular instance the power to be used is 500,000 watts—more than any other licensed broadcast station in the world—and the frequency selected is situated between two United States clear channel stations whose service will be practically ruined if and when the new station is constructed and put in operation.

The absence of any treaty or agreement to prevent such a situation has placed broadcasters in this country in a helpless condition so far as appealing for relief is concerned. The Radio Commission obviously has no power to control or prescribe restrictions for broadcasting stations located on foreign soil. The most that it can do is to make regulations under Sec. 4 of the Radio Act of 1927 for the prevention of interference between domestic stations. Moreover, when its attention is called to external conditions causing havoc with the broadcasting structure which it has set up after several years of arduous effort, it can only submit the information to the Secretary of State for such action as he may deem proper or necessary. This has usually meant nothing more

(*Continued on page 26*)

*Address before the Committee on Communications, American Bar Association, in Washington, on Oct. 10.

Commission Candidacy List Grows as Hoover Persists in Postponement

TWO MORE candidates for the fourth zone commissionership vacated by Chairman Charles McK. Saltzman three months ago, have been advanced for that post as President Hoover continues to allow the appointment to lag. They are Prof. J. C. Jensen, of Nebraska Wesleyan University, understood to carry the endorsement of the educational radio group opposed to commercial broadcasting, and L. A. Lippett, of Glenwood, Ia. Both names were presented by Senator Nye, (Rep.) of North Dakota.

The conviction is growing, despite denials at the White House, that President Hoover does not intend to fill the Saltzman post until after the elections in November, if at all. Republican leaders evidently feel that little could be gained politically by making an appointment now, since there are exactly nine candidates. Naming of a successor probably would mean that the other candidates and their supporters would become disgruntled.

White House officials, however, do not deny that the President may have in mind reducing the Commission personnel from five to three as an economy measure. That is taken to mean that the next expiration of membership would not be filled and that the fourth zone post will be permitted to lapse. Vice Chairman E. O. Sykes, representing the third zone, ends his term on Feb. 23.

John M. Henry, manager of KOIL, Council Bluffs, Omaha, first mentioned several weeks ago, has been endorsed by Secretary of War Hurley. Other candidates include William S. Hedges, manager, WMAQ, Chicago; James W. Baldwin, Secretary of the Commission; Robert D. Heinl, of Indiana, dean of Washington radio news correspondents; Earl Ferguson, Shenandoah, Ia., attorney; John S. Boyd, Chicago attorney, and Michael Ert, of Milwaukee, former president of the National Federation of Radio Associations.

KSO to Des Moines

REMOVAL of KSO from Clarinda to Des Moines, Ia., has been authorized by the Radio Commission after a long battle by the DES MOINES REGISTER & TRIBUNE for a station in its city. Sustaining Chief Examiner Yost (Report No. 398), the Commission found there was need for a local service in Des Moines and that the move would enable the station to render service to a far greater population than at Clarinda. The Commission still has pending before it the application of WMT, Waterloo, for authority to remove to Des Moines. WMT is a regional station.

WAPI Buys WODX

WODX, Mobile, Ala., has been purchased by the interests operating WAPI, Birmingham, headed by W. O. Pape, president.

Some Practical Facts About Transcriptions

By J. R. POPPELE
Chief Engineer, WOR, Newark, N. J.

Manufacture of Modern Disks Explains Why They Are Equal to Studio Broadcasts in Fidelity of Tone

Mr. Poppele

THERE HAS BEEN much talk pro and con recently about transcriptions in comparison with studio broadcasts, but few persons outside the disk manufacturing field are familiar with the painstaking process followed in making electrically transcribed programs. WOR, along with other large independent stations, is well pleased with the excellence of recorded programs. Mr. Poppele in this article goes into considerable detail to convince the skeptical that there is a wide difference between the modern disk and the old phonograph record. He contends that much of the dwindling opposition to disks is based on sheer prejudice rather than facts.

IN THE FIRST place, let me say disk programs are not new. They are as old as broadcasting. In fact, most of the early broadcast programs consisted largely of phonographic records and piano rolls. But on the other hand, with electrical transcriptions, we are not retrogressing back to those days. For between then and now development in recording has been as notable as in broadcasting.

Back in 1921 neither the phonograph record nor the broadcasting was very good. When broadcasting was combined with disks, the result was often downright terrible. Then broadcasting advanced, more quickly than the older phonograph industry, until within a short time broadcasting resorted to direct performance in order not to be burdened with the lower quality of the disks. And we have had direct performances ever since.

Faults of the Old Disks

BUT AFTER broadcasting had been considerably improved, radio lent the phonograph a hand; in fact, most of its technique has been carried right over to the later phonographic industry. Whereas the old disks that had once done yeoman's duty as program material were mechanically recorded, the electrical transcriptions of today are electrically inscribed.

Before radio technique had been adapted to disks, the actual voice of the singer, or sound waves of the instrument, would motivate the engraving needle that cut the wax record. Often lack of volume in the voice made the impression indefinite. Or a great blast of sound made the needle tremble in all sorts of odd ways. And there were many other factors that prevented the old records from being even near perfect. To mention but one point, the frequency range was very limited. That is to say, neither the very high notes nor the very low were recorded. And many overtones were entirely lost.

On the receiving end the difference between the old phonograph and modern receiver is enormous. The phonograph, prior to the use of radio technique, was a mechanical device, the vibrations of the needle caused by the grooves in the disk being amplified mechanically by the diaphragm and sound box. But now the radio receiver serves also as phonograph receiver, with its vacuum tube amplifier that steps up the volume any desired degree with absolute fidelity. In other words, the same refined methods now used to put broadcast programs on the air are used to make electrical transcriptions, and the same refined receivers, amplifiers and loud speakers that turn the electrical impressions back into sound for the direct broadcast do the same for the recorded variety.

An Answer to Prejudices

I SPEAK of these matters lest the reader become prejudiced against electrical transcriptions on the basis that radio has gone beyond that stage; lest he say, "Those electrical transcriptions are mediocre. Just another name for phonograph records, and you remember what these old records are like that we used to play on the talking machine." In the first place, neither the disk nor the machines on which they are heard are the same as formerly. In the second place, electrical transcriptions are different from phonograph records; thirdly, minute tests assure quality of disk and reproduction; fourthly, as the December issue of FORTUNE says in an article concerning broadcasting and electrical transcriptions: "the listener who should decry the Chevrolet broadcast as a recorded program is listening not so much with his ears as with his prejudices."

All this vast improvement came about through the efforts of radio engineers and the large electrical companies. A contributory factor was the rapid rise of the talkies. Western Electric used its vast experience in the telephone field in developing the talkies, and then it accumulated knowledge gained in this field as well as that of the telephone in perfecting electrical transcriptions. It might be of interest to follow the making and broadcasting of such a program.

Let us assume that a sponsor desires to go on the air with transcribed rather than network programs. He goes, let us say, to World Broadcasting System, whose presentations are prepared and recorded by its affiliated company, Sound Studios of New York. This concern is fully equipped with the latest apparatus.

Frank Black and Gustave Haenschen prepare the program, enlist and rehearse the talent and in every respect make ready for the recording. The recording studios are in appearance, equipment and characteristics identical with the finest broadcast studios. But in addition there are the turntables on which the wax disks revolve and the recording apparatus.

The speed of the synchronous turntables, 33 1/3 revolutions per minute for the large disks, or 78 r.p.m. for the small ones, is kept absolutely constant by the cycles generated at the power house furnishing the current. Since the trend is ever more toward the large 16-inch disks that revolve at a slow speed and play for about 10 minutes or more, let us follow a program through on one of these. The process is the same for the small disks.

Intricate Procedure

TWO WAXES are set on two of the slow speed turntables. The motor is started, the signal given in the studio and the program commences; opening chord, announcement, commercial credit, music, announcement of selections, more music and so on. The microphones have been properly placed, the monitor in the control room has his cues by which he varies his microphone volumes as he hears the program through the loud speaker; another technician in the amplifier room sees that all is right there and in the recording room each of the two waxes is cut.

This recording equipment, turntables, recorders, needles, advance balls and other refinements not even dreamed of in the old phonograph days is most intricate. The disks play from the center to the rim, the reverse from the usual commercial record.

As the wax nears the end of its course, two more waxes are placed on two more turntables and set going; then slowly the inscription is faded from the first set of waxes to the second. Accurate stop-watch time is kept of the moment the first set is placed in motion, how many seconds and tenths of a second before the recording begins, when the second is set in motion, when its recording begins and so on.

The selection having been recorded, one set of waxes is played back to the interested parties: the engineers, who look for technical flaws; the musical directors, who look for false notes; and the sponsor's representatives. Approved by all parties, the set of waxes which have not been played back are placed in the galvano baths.

The cut sides of the waxes are prepared for electroplating, which takes place in the galvano baths, where the waxes swing back and forth on suspended rods in the baths. The resultant copper master is then peeled from each wax, the latter being carefully shaved for future use in recording.

Each Step Checked

THE MASTER, of course, is a negative, its lines being raised above the surface, since it was plated from the wax, whose lines were indented. From the master are made two test pressings. These are of an earth-shellac material which is heated to approximately the consistency of kneaded dough, placed in the press with the master, and under enormous pressure and heat, baked. These test pressings are then played before all the interested parties for approval or rejection. Thus it can be seen that tests accompany every process in the fabrication of the final disks.

The test pressings approved, the master is in turn plated. The final disks, in sufficient numbers for all the stations booked to broadcast the program, are not pressed directly from the master because in the pressing there is always a slight danger of injuring the master. And if the master were injured no impression of the performance would remain, for the wax was spoiled in the plating. Again the factor of safety enters, the master being electroplated, the process resulting in a "mother". Then the master is filed for emergency use or in filling future orders for more disks.

But the "mother", having been plated from the negative stamper, is itself positive, hence unsuited for pressing the positive final pressings. So the "mother" too is plated and the resulting stamper is used to make the final pressings. These pressings are then

(*Continued on page 27*)

Radio Again Sells Sponsor's Product: Lots in Cemetery

Sales Talk Clothed in Music On Unique Program

By CHESTA HOLT FULMER
Staff, WGST, Atlanta

IF ANYONE doubts the effectiveness of radio advertising and wonders whether or not his individual interests would be furthered through air channels, WGST, Atlanta, points with pride to its most unusual commercial program, and probably its most effective.

When Westview Cemetery, of Atlanta, decided to broadcast, it must be admitted that the planning of the program and the writing of the continuity was approached with some trepidation. We realized that we could not make a "sob story" and hold our listeners, and we also realized that if we handled the subject too lightly or in too business-like manner we would bring down a storm of abuse for so handling a sacred subject. And so we made this program an exception to our rule and refused to sign any sort of contract, giving both the cemetery association and WGST the privilege of cancelling if there should be one little ripple of dissatisfaction. It was as fair for one as the other.

Music Paved Way

PROBABLY our very feeling of danger impelled us to go very slowly and very carefully in the building of this program which, despite our misgivings, was effectively presented.

We chose as a theme song, "Ah, Sweet Mystery of Life" and used an orchestra of strings and wood winds, the whole program being built around "sweet" numbers of Victor Herbert and composers of similar music. We did not open our programs by announcing within the first minute that the program was about "Westview Cemetery". Instead we opened with a poem, written especially for this program and dealing with the beauty of nature and read to the soft background of the theme. After the poem, a pause and then, "This program, ladies and gentelmen, in tribute to beautiful Westview Cemetery".

Instantly the orchestra would swing into some number chosen because of general favoritism.

We held the audience at first through the merit of beautiful music. Before any sort of talking was attempted, a vocalist was introduced musically and her numbers, too, were chosen from the best loved of the light operas. Then our first talking—not a sales talk. The continuity was written to flow gently and smoothly, a simple discussion of the beauty of Westview and an invitation to drive through at anytime and enjoy the *beauty* of the place. Short, simple, almost casual. Still to the background of the theme. Then, again the minutes of haunting music. Just two minutes before sign-off, the sales talk handled in Oh-so-careful a manner.

The theme of the talks was that every man loves his family, that he applies for insurance, that he makes a will and then appoints an able executor for that will. And then we suggest that, before the time of need arises, he take his family in his car, and * * * as he would select a home, knowing that the need is inevitable, purchase a suitable last resting place. We allowed a bit of sentiment to creep in, but we were not sad or funeral-like in our handling of the subject.

Evidently we struck the right note for the program did sell cemetery lots and ran for three months. And if radio can sell cemetery lots, we maintain that radio can sell anything, provided it is handled in the proper manner.

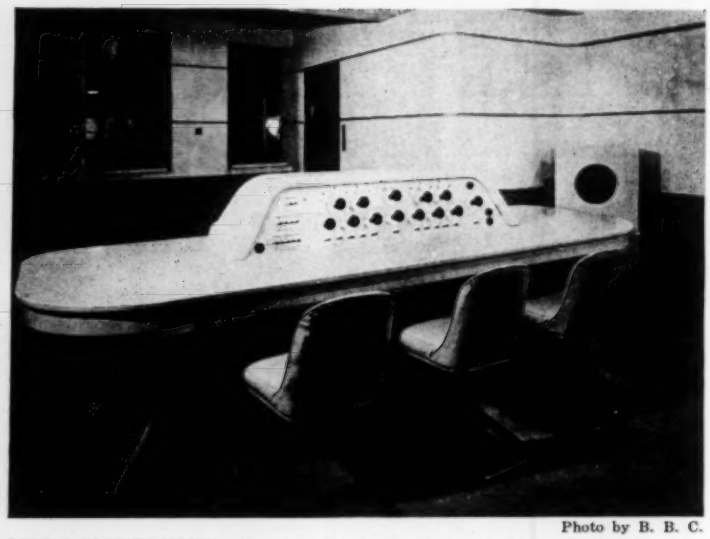


Photo by B. B. C.

MORE MODERNISM—One of the dramatic control panels in the new Broadcasting House of the British Broadcasting Corp., showing master gain for controlling several studios which may be used separately for orchestra, cast, sound effects, etc. of a single program.

Ten "Outlaw" Stations Are to be Prosecuted

CRIMINAL prosecutions of ten "outlaw" commercial broadcasting stations throughout the country discovered by the Radio Commission's division of field operations will be undertaken shortly by the Department of Justice at the suggestion of the Commission. The stations, which are alleged to be operating without Federal authority, have been under surveillance for some time, and the evidence procured by radio inspectors and supervisors has been turned over to the Justice Department for the preparation of cases.

While the locations and identities of these stations were not divulged, it was learned that they are mainly of low power. Several are understood to be in the west, with the balance in the east and south. The cases, once they are whipped into legal shape, will be prosecuted in the federal courts in the jurisdictions in which the stations are located. Commission personnel probably will be called as expert witnesses.

Since the first successful prosecution of an "outlaw" broadcaster in St. Louis several years ago, the Commission, through the Department of Justice, has instituted a half-dozen cases against unlicensed broadcasting stations. In addition numerous instances of illegal operation of communications stations have been prosecuted, and it is understood that more than 100 such stations now are being investigated.

RADIO STARS ON THE SCREEN

"The Big Broadcast" Reveals New Talents Among Leading Personalities of the Microphone

By DAVE KEENE*

THE MUCH-DEBATED question as to whether or not a radio star can transfer his microphone personality to the screen has been decided definitely.

Fifteen radio stars, assembled for one motion picture production, have proved that the quality which has made each popular with listeners who cannot see them is not only present, but even more pronounced when they are in full view of their fans.

The picture is Paramount's "The Big Broadcast," the answer to a radio fan's prayer. Listeners throughout the nation have tuned in on their radios for years, purchased phonograph records of their favorites to play and replay, written them letters and even collected photos of these personalities, always hoping to see those stars in person.

15 Radio Stars

THE HOPES of some have been met through personal appearances on the stage by various of these radio stars. But there is a far-away feeling in a stage appearance which does not satisfy. Likewise, there are few cities to which fifteen radio stars have come—many in which not a single broadcaster of national fame has appeared.

"The Big Broadcast" boasts 15 radio stars. There are Bing Crosby, Kate Smith, the four Mills Brothers, the three Boswell Sisters, Cab Calloway, Vincent Lopez, Burns and Allen, Arthur Tracy (the Street Singer) and Donald Novis.

Crosby is one of three central characters around whom the plot centers. He plays under his own name—Bing Crosby, a radio star. He demonstrates quite effectively that, should that golden voice of his ever lose its appeal, he can make an excellent living as a screen actor.

Burns and Allen

WITH HIM, as central characters, are Stuart Erwin (who does some crooning as only Erwin fans can imagine him doing), Leila Hyams (as the girl in the case) and Sharon Lynne, as Bing's "weakness" in the picture.

Through the story runs George Burns and Grace Allen—Burns and Allen to you—as owner and stenographer at a radio station. Their humor adds a new and popular touch to the picture. A preview audience howled the minute Gracie's voice came seeping through the office telephone, and they kept howling as she continued her "dumb" cracks throughout the picture.

But it is with the radio personalities who appear as the co-workers with Erwin and Crosby that we are concerned. Each of them do numbers in their own style.

To pick a "picture stealer" among them would be to call down the wrath of individual fans—of which there is no worst. Personally, we thought Cab Calloway "stole the show." That perhaps, is because he has appeared to be an orchestra leader first and always. Instead, he is an entertainer, singer, dancer and distinct personality that almost burns up the screen.

Kate Smith, whose voice has caused many a tear to leak and smile to break, shows us why the movies have grabbed her up for a starring picture. The Mills Brothers are seen close-up and one can almost—but not quite—detect the secret of their orchestral imitations. The Boswell Sisters look even more beautiful than their voices sound. Donald Novis, with that grand voice of his, got Hollywood's biggest hand. He's a local boy and a favorite here and should, from what we hear, be a national figure by now. When you see him, you will realize why big things are coming his way right now.

If you think Vincent Lopez has just a radio orchestra, you are doomed to surprise when, late in the picture, he bursts forth in one of the cleverest orchestra novelties seen on screen—or stage. And added to all these is Arthur Tracy, the Street Singer. That glorious, trained voice of his should delight the ear not only of the music-wise but the laymen fans, as well.

All in all, it is grand entertainment.

*This preview of the forthcoming film, "The Big Broadcast," was written by Dave Keene, well known critic, columnist and feature writer of Hollywood.

Society Offers Press Special Rates

Politics Over All Stations Exempted From Royalty Fees; Meeting Called to Organize New Association

By SOL TAISHOFF

Mr. Mills

OPENLY favoring newspaper-owned broadcasting stations, E. C. Mills, general manager of the American Society of Composers, Authors & Publishers, has offered them music license fees on which the royalty percentage basis is reduced sharply and sustaining fees are cut in half.

This contract has been offered to 35 stations in recognition of the "substantial contributions to the promotion of the art and industry of music made by newspapers in the way of general propaganda continuously appearing in their columns in support of various and sundry musical activities." Instead of requiring payment on their receipts from the sale of all their time, as Mr. Mills has demanded of all other stations, the new contract asks a royalty only on the time actually using ASCAP copyrighted music. It is estimated that the reduction, aside from the 50 per cent cut in sustaining fee, will be about one-third.

At the same time, announcement was made of a meeting for the organization of a new association to be composed exclusively of newspaper-owned stations to be held in the Hotel Sherman, Chicago, Oct. 19. It is presumed the meeting will consider the Mills' offer and feel out the sentiment for such a new association.

In his letter offering the new contract, Mr. Mills said a committee of three had worked out the new scale with him. He named H. Dean Fitzer, WDAF, KANSAS CITY STAR; Walter Damm, WTMJ, MILWAUKEE JOURNAL, and Lambdin Kay, WSB, ATLANTA JOURNAL.

Excepts Politics

IN AN unexpected move evidently designed to ward off attacks from politicians, Mr. Mills announced Oct. 10, in a circular to all licensed stations, that ASCAP will waive the collection of the royalty as far as political addresses are concerned. Mr. Mills emphasized, however, that the formula endorsed by the NAB nevertheless provides that a percentage is to be paid to ASCAP of "all net receipts in respect of all programs without exception for which the time is sold."

Stations were instructed in accounting forms provided by ASCAP for net receipts to eliminate "all straight political programs regardless of the party affiliations of the speaker, and regardless of whether as an incident to such programs music copyrighted by members of the Society is used." Stations which already have made remittances of percentages in respect to such programs hereafter rendered were notified to make claims for refunds. Mr. Mills added, however, that such refunds will be made with the distinct understanding that if at the time the sale of facilities was made the political party or candidate who purchased this time was charged an additional music license fee "the amount thereof shall be refunded by the station."

Mr. Mills said that this action was taken in the belief that a substantial public service is rendered to the nation by political candidates in their discussions through radio of government problems, and that the Society desires to support "in every consistent manner the dissemination of such information and to contribute our bit toward the service of the people."

More than 100 stations owned or operated by newspapers have been invited to the Chicag, meeting. While the invitation is understood to have stated that the proposed new organization would in no way conflict with the NAB, this view is not shared by NAB officials and by certain independent stations. The invitation also is understood to have cited the copyright fee revision as a sample of what a newspaper-broadcasting association can accomplish.

Some Papers Balk

SEVERAL influential newspapers, it is known, will not accept the proposed newspaper-contract in the way it has been offered, fearing that it will undermine the industry and that it is a part of an attempt by ASCAP to split broadcasting ranks. While the view naturally is prevalent that no station can be blamed for making the best possible deal, some non-newspaper stations have expressed resentment toward Mr. Mills' discriminatory move and are delaying the signing of their contracts.

In a letter to BROADCASTING, Mr. Damm, a former president of the NAB, and now a member of its board, declared that the proposed new organization is not intended in any way to affect the situation of those stations who already are members of the NAB. "Nor is the organization planned in opposition to NAB or any other radio interest", he said.

"This group holds the same relation to other broadcasting stations as the '100,000 group' of American newspapers does to the American Newspaper Publishers Association. There are certain problems which the newspaper-owned radio stations have that do not affect other radio stations, or if they do affect them, at least not in the same way.

Non-Newspaper Views

"THERE is no spite or any other feeling of that kind involved. Any station which is owned or controlled by a newspaper will be eligible for membership although there has been some talk of only one paper in a town being invited. That is something that will have to be determined later on."

Non-newspaper stations feel that they are entitled to the same concessions given newspaper stations. They have insisted, in letters to Oswald F. Schuette, NAB copyright director, to Mr. Mills and to others that the percentage should be charged only on actual receipts from programs in which copyrighted music is performed, that line charges properly should be deducted, and that full commissions for procurement of business, rather than a single 15 per cent, should be deductible before the percentage is computed.

Since most of these concessions have been given the newspaper stations, it will mean, in practice, according to Mr. Schuette, that newspaper stations can sell their time at 3 per cent less than other stations, unless similar treatment is accorded all broadcasters. Many stations have decided to pass along to their clients the 3 per cent royalty for the first year of the three-year 3-4-5 per cent ASCAP music contracts since an absorption of the tax by the stations would in a number of cases be almost ruinous.

Mr. Schuette and Mr. Mills were to have continued their negotiations, which have centered around the percentage levy for all stations only on time in which ASCAP music is used, on Oct. 3, but Mr. Schuette found on arriving in New York that Mr. Mills was indisposed at his farm in the suburbs. He was to confer with the ASCAP official again beginning Oct. 13.

Throughout the negotiations, Mr. Mills has assured Mr. Schuette that the signatures of individual stations on their contracts will not in any way prevent reductions or revisions of specific phases of the scale, or even of a basic revision of the contract such as to cover royalties only on ASCAP music rather than receipts from all commercial time. Mr. Mills, according to Mr. Schuette, has committed himself and ASCAP to the position that such benefits will be extended to all stations, regardless whether they have signed contracts.

Assumes Approval

IN HIS letter to newspaper-owned stations, Mr. Mills said he assumed that all newspaper-owned stations would approve the new formula. At the conference with the committee of three newspaper-station managers, he said the ASCAP desired to give "practical effect" to its recognition of the contribution of the newspapers to music "through a concession to newspaper-owned stations in the relative amount of fees to be paid by such stations for license to use music copyrighted by members of the Society in their performances. It has been previously informally agreed by a representative of the NAB that in principle the Society may properly recognize this situation in the manner proposed without being charged with discrimination", the letter said.

Text of Offer to Press

THE FORMULA offered the newspaper-stations, follows in full text:

(a) Licenses to be for a period of three (3) years, effective October 1, 1932.

(b) Sustaining fee to be 50% of the rate at present paid by the station.

(c) In respect of commercially sponsored programs, the station is to pay 3% of the gross amount of receipts from the sale of time covering programs in which music coming under the Society's license is used, up to an amount equal to fifty (50) times the sustaining fee; and 5% of amounts received in respect of such programs in excess of fifty (50) times the sustaining fee.

(d) In any event, the minimum fee payable under the license during any year of the agreement shall be not less than four (4) times the sustaining fee thereunder.

(e) The license is to be limited strictly to licensee and not to run to successors and assigns—in other words, the continuation of the license depends upon the continued ownership and operation of the station by the newspaper.

(f) It is distinctly understood that amounts received in respect of commercial announcements (known as "spot" announcements) interpolated between musical programs or either directly preceding or following musical programs which use compositions copyrighted by members of the Society shall be subject to payment of the percentage charge, except that public service announcements such as time signals, weather and market reports shall be exempt from such payments.

(g) It is also understood that incident to the broadcasting of political conventions and meetings, civic gatherings and such like affairs, and sport broadcasts such as football and baseball games, etc., and as well parades and public functions, music played by bands attendant at such events, regardless of whether it includes music of the members of the Society, shall not subject such program to payment of the percentage.

(h) The newspaper-owned station is construed, under this understanding, as being any broadcasting station 51% or more owned and operated by a daily newspaper. No station shall be construed as newspaper-owned or controlled which merely has a lease upon all or a portion of the time of the said station.

(i) No percentage shall be payable in respect of service charges connected with the bringing of a non-commercial program from a remote control point to the studio of the newspaper-owned station.

Stations to which the contract was offered are: WIBA, WDEV, WCAX, WTJS, WQAN, WKY, WFBE, WSJS, WINS, WBEN, WELL, WTAG, WFAA, WTMJ, WWJ, WSBT, WSB, WMC, WJAG, WISN, WHAS, WGN, WDAF, WDAE, WBAP, WAAF, KSD, KPRC, KLX, KGW, KFBK, KMJ, KTAR, KFUL, and KFIZ.

While preliminary study is being given by the NAB and the networks to the creation of a radio music reservoir through a wholly-owned music subsidiary, to rid the industry of the ASCAP hold, no definite project has been formulated. Reports circulated along Tin Pan Alley that definite propositions have been made to publishers are branded as false and premature. The whole question will be a main topic of consideration before the NAB convention at St. Louis next month.

Two Stations Lose Permits, Two Gain

WPSC and WMRJ are Deleted; Goelet Gets His License

AN EVEN balance of the broadcasting station roster is being maintained—more or less—by the Radio Commission, with the ordered deletion of two stations and the licensing of two new outlets during the last fortnight.

For violation of regulations and failure to operate in the public interest, WPSC, State College, Pa., operated by Pennsylvania State College, and WMRJ, Jamaica, N. Y., were denied renewal of their licenses Sept. 30. Granted was the application of Peter Goelet, Goshen, N. Y., for a new 50-watt station there to operate during week ends and to use a portion of the facilities ordered vacated by WMRJ. The Commission also granted the application of Cannon System, Ltd., Glendale, Cal., for a new local, KIEV, on 850 kc. with 100 watts, daytime.

Goelet, 21-year old son of Robert Goelet, New York banker, will operate his station only eight hours a week on Saturdays and Sundays, using the 1210 kc. channel. WMRJ operated one-fourth time with 100 watts, and although the Goelet application sought only a portion of WMRJ's time, the Commission sustained the findings of Chief Examiner Yost that WMRJ be deleted. The ruling was effective Oct. 10. Mr. Goelet began his new station quest last May. He was represented by B. M. Webster, Jr., and Bernard J. Fuld, New York attorneys, and Paul M. Segal and George S. Smith, of Washington.

WPSC was denied renewal of license to operate on 1230 kc. 500 watts, specified hours, by default. It had failed to appear at a hearing called by the Commission last month regarding its renewal, having been cited for violations of operating regulations. It is understood that the station has been silent for some time. On Oct. 5, the Lancaster Broadcasting Service, Inc., of Lancaster, Pa., headed by A. Z. Moore, licensee of WJKC, of that city, applied for the WPSC facilities for daytime operation.

Endurance Record Set By Sponsor on WCAU

WHAT is believed to be a record for single sponsorship of programs during one day was achieved by the Newton Coal Co., Philadelphia, when it paid for five hours on WCAU, Philadelphia, on the occasion of the occasion of the dedication of that station's new 50 kw. transmitter Oct. 2. F. Wallis Armstrong Co., Philadelphia, was the agency handling the account.

Between 10:15 a.m. and midnight, this company offered 13 different programs with a total of 118 leading Philadelphia radio stars. A unique idea was woven about these broadcasts. At the opening and close of each period, the Newton Coal announcer was introduced with the sounding of trumpets and cheering of crowds. During the entire five hours of broadcasting, only 10 short announcements about the company's products were made.

PEPYS ON THE AIR
Dapper Dan on WFAA is Novel 5-Minute Household Period

OUR OLD FRIEND, the five-minute period, has been given a new dress or, to be more specific, a new suit of clothes—and the women like it.

The Morten Milling Company was faced with the problem of introducing a comparatively new quick biscuit flour in competition with an established, nationally-advertised product. Roy Henderson, of the sales staff of WFAA, Dallas, was consulted. To say "the right thing to the right people at the right time and in the right way", Mr. Henderson conceived a character, Dapper Dan, a modern Samuel Pepys—an epicurean and a gentleman who knows his appetites, especially as related to the sponsor's product.

This character was chosen to interest Madame Home Manager at 11:25 a. m. Dapper Dan is a sort of an intimate news gatherer and purveyor of information about food and food uses (not the cut-and-dried menu or recipe stuff that has been done to death).

Introduced and closed by a special theme, words and music, the program is selling quick biscuit flour—and it isn't costing the advertiser a flour barrel of money.

1,106 Transmitters Purchased in 1931

BROADCASTERS in 1931 purchased 1,106 transmitters with associated equipment, 62,562 transmitting tubes and 10,225 microphones, according to the census of manufactures for that year just issued by the U. S. Census Bureau. The f. o. b. factory prices for the transmitters aggregated $2,400,257, for the tubes $1,410,188 and for the microphones $187,035. These totals include the relatively small proportion of foreign exports.

The census, taken biennially, is chiefly significant in that it combines the radio and phonograph industries for the first time as phonographs are now being produced primarily by radio concerns. It shows 214 factories with 36,373 wage earners and a payroll of $35,031,461.

Most of the 1931 radio and related equipment production, which aggregated $194,313,602 in value at factory prices, represented receiving sets. Last year 3,647,499 sets valued at $113,214,421 and 73,603 radio-phonograph combinations valued at $6,310,442 and only 48,276 phonographs valued at $1,674,010 were produced. About 50,000,000 receiving set tubes valued at about $27,000,000 were also produced, as were about 50,000 battery-operated receivers.

The 1931 production figures, the census shows, fell 59.8 per cent from the $476,041,054 value reported for 1929, which was radio's peak year. This is attributed to the depression, although the fact that so many radios and radio-phonograph combinations were produced last year would indicate that midget sales nevertheless are holding up the total volume of radio set distribution and hence are steadily increasing the size of the radio audience.

Photo by A. Guilliland, Berlin

MOVING WALL STUDIO—The big studio in Hamburg's Broadcasting House can be made smaller or larger by moving one whole wall. The podium on which orchestra sits can be raised bodily or lowered as required for acoustic effects. View is from "bridge" of moving wall.

Ithaca Station Changes Control and Call Letters

DUE TO CHANGES in operating policy and ownership, WEAI, Ithaca, N. Y., licensed to Cornell University, has acquired the call letters WESG, formerly held by the local station at Glens Falls, N. Y. The Glens Falls station has taken the new call letters WGLC. At the Radio Commission, it was explained in connection with the approval of the changes, that the ELMIRA-(N.Y.) SUN-GAZETTE, Gannet newspaper, has entered into an arrangement with the Ithaca station for its operation and for either partial or ful control. An application is pending for removal of the station to Elmira.

The newspaper previously had acquired control of the Glens Falls station, which it now apparently has relinquished. An application is pending for the transfer of WGLC from W. Neal Parker & Herbert H. Metcalfe to O. T. Griffin and G. F. Bissell, and it is expected that the Ithaca station will be transferred from Cornell to WESG, Inc.

Topic is Standards

A JOINT meeting of the radio committee of the American Association of Advertising Agencies and the chairmen of the commercial section of the NAB is scheduled for Oct. 17 at headquarters of AAAA in New York. Among topics on the agenda are the standard order blank and standard rate cards.

RADIO WEEKLY made its appearance Sept. 26, published by the University of California, Berkeley, Cal. The four-page leaflet lists radio programs over KMTR and KPO, as well as other data regarding the university's activities in radio.

WJSV, New CBS Outlet, Opens Oct. 20 as WMAL Plans Added Features

WASHINGTON'S new CBS outlet, the revamped 10 kw. WJSV, Alexandria, Va., will go on the air with a full schedule of network programs on Oct. 20, as planned. An inaugural ceremony will be carried that night over CBS. At the same time, WMAL, Washington, will leave the CBS network to concentrate on local and national spot accounts. WMAL will also carry the CBS Dixie Network's Southern Dairies program, started this month and heard Thursdays from 7:30 to 7:45 p.m. There will be no changes in the staff of WMAL, according to Milton R. Baker, manager. Numerous new features will be added to its schedule, including additional remote controls from local night clubs and hotels. WMAL may also be used for other Dixie Network programs, he said.

The new WJSV will be under the directorship of Harry C. Butcher, Washington representative of CBS. Its inaugural program will be heard at 9 a.m., Oct. 20, featuring artists from other local stations and various prominent civic figures. T. W. Church has been named program manager, and DeWalt Willard, formerly in the agency business in Baltimore, will be chief announcer. Lester Bowman, formerly with WABC, is chief engineer, and his staff will include Clyde Hunt, formerly with WMAL; William Kriz, chief engineer of the old WJSV; Bruce Geddes, Robert Meisenheimer and Harold Forry.

WMAL's president is M. A. Leese. Besides Mr. Baker, the staff includes William Pearson, program director; Stanley Bell, chief announcer; Frank Young, Leonard Davis and Warren Sweeney, announcers; Herbert A. Wadsworth, chief engineer; W. A. Parks, Edwin W. Burg, Ralph Hamill and Charles Fisher, operators.

Rev. Coughlin Program Over 26 Station Net

CONSTITUTING the largest independent network ever arranged, 26 stations will broadcast the weekly programs of Father Charles E. Coughlin beginning Sunday, Oct. 16, when the militant Catholic priest resumes his radio work. "The Golden Hour of the Little Flower" will be broadcast thereafter every Sunday from 4 to 5 p.m., EST, with WJR, Detroit as key for the network.

Stations carrying the program, besides WJR, are WLW, KYW, WOR, WJAS, WOKO, WMT, WNAC, WEAN, WORC, WICC, WDRC, WLBZ, WFEA, KSTP, WCAO, WNBH, WCAU, WFBL, WGAR, WGR, KMOX, WOC, WHO, WOL and WHB.

Added to CBS

JOHN S. ROCHE, formerly of the staff of EDITOR & PUBLISHER, which has been a consistent foe of radio, has joined the publicity staff of CBS in New York.

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Bar Group Opposes Critical Report

Lawyers Question "Propriety and Tact" of Commission Attack; Robinson Leads Opposition At Open Session

By MARTIN CODEL

Judge Robinson

STRONG protests against the critical phases of the report of the standing committee on communications of the American Bar Association, directed not so much against the context of the report as against the "propriety and tact" of certain of its criticisms, were voiced at a section meeting of the association in Washington Oct. 10, the first day of the association's annual convention.

Led by Judge Ira E. Robinson, former chairman of the Federal Radio Commission, against which the criticisms were directed, those opposing the tenor of the report secured enactment of a resolution to the effect that "it was the sentiment of the members present that the acceptance and filing of the report of the committee by the general meeting of the association should not be considered as an expression of the views of the members of the association with respect to certain parts of the report dealing with the administration of the radio act and the Commission's regulations."

(For complete account of the standing committee's report, see BROADCASTING of Sept. 1, 1932.)

The executive committee of the Association, to which the whole matter was referred, met in closed session Oct. 12, but took no action. As a consequence, the report was presented to the full convention on Oct. 14, despite the protests, and was received without modification or change.

Where Report Fails

Mr. Patrick

JUDGE Robinson's primary criticism of the report was that it failed to take into consideration "the underlying difficulties facing such a body" as the Commission. His opposition was directed mainly against the six pages under Section 5 of the report, which takes the Commission to task for its alleged inconsistencies in administering not only the radio act but its own rules and regulations. It was decided by the meeting that John W. Guider, acting chairman and one of the signatories of the report, who presided in the absence of Louis G. Caldwell, chairman of the committee, now attending the International Radio Conference at Madrid, should present the resolution and the views of the meeting to the executive committee of the American Bar Association with a view to determining whether Section 5 comes within the bounds of propriety. The Committee as stated above took no action.

Specific objections to the statements made in the report, beyond the arguments regarding its "tact and propriety" were notably lacking in the discussions, although the arguments waxed warm at times. Judge Robinson, who devoted his scheduled talk largely to the public utility aspects of broadcasting, did take up some of the statements specifically, but confined his objections primarily to deprecating what he called the "stings" therein.

"The regulations of the Federal Radio Commission," said Judge Robinson, "are as perfect, full, elaborate and able as those of any other department of the government in this capital city. A great work has been done by that body. If the Commission has enforced its formal regulations in some cases and ignored them in others, as alleged in the report, it is because no rules and regulations can be administered without some exceptions. Whether the charges against the commissioners are true or untrue, they are highly improper."

Patrick Doubts Propriety

ATTENDING the morning session were H. A. Lafount, acting chairman of the Commission, and Duke M. Patrick, its general counsel. Mr. Patrick, explaining that he spoke unofficially as a member of the bar association rather than as an official of the Commission, responded to the suggestion that the views of the Commission would be welcomed by asserting:

"The report can be questioned from two points of views, first, its accuracy, and secondly, its scope and propriety. It should have been confined to legal questions for legal purposes to be considered by a legal body. It should not have raised personalities and questions of administration.

"Such questions could have been dealt with in the abstract. I am not going to use the information received in my official capacity to challenge portions of the report, though they can be challenged. The report, though the longest of any submitted by any standing committee of the association, does not embrace communications subjects and makes no references except in passing beyond those confined to broadcasting. Broadcasting, while perhaps the noisiest child with which we have to deal, is by no means the only child."

Guider Defends Report

MR. GUIDER, as one of the five attorneys signing the report, assured the meeting that it was not intended that it should be unfair, and pointed out that most of its 65 pages were devoted to recognition of the "remarkable progress" being made in the field of radio jurisprudence. The report, in fact, thanked the Commission for its excellent new rules and regulations, he said, and it pointed out that the Court of Appeals has upheld the Commission in all but one instance.

Though the critical phases of the report occupied the center of attention, there were other discussions pertinent to radio jurisprudence. Mr. Guider spoke briefly on libel or slander by radio, reviewing the recent decision of the Nebraska State Supreme Court holding stations liable along with speakers for libelous utterances delivered through their microphones, and Arthur Scharfeld, counsel associated with Mr. Caldwell, discussed the Mexican radio situation. (Both of these talks are elsewhere reported in this issue.) Judge Robinson talked on broadcasting as a public utility, reiterating his conviction that it is a common carrier open to all comers within reasonable limitations.

Judge Robinson called radio a "licensed talking machine" and held that station owners are no more accountable for what is broadcast than the owner of a hall for hire is liable for what is uttered there. If the Nebraska Court better understood the public utility concept of radio, he said, would not have made the distinctions it did.

The broad powers of the Commission under the "public interest, convenience or necessity" clause of the act, according to Judge Robinson, definitely puts it within the category of public utilities. Whether shoes are to be advertised by radio, or churches are to broadcast religion by radio, "every competitor should have the right to use the air as well as his rival," said Judge Robinson.

Radio Open to All?

"OF COURSE," he added, "there must be proper regulation, and no one can say that anyone can appear before the microphone and speak or sing at will. There must be conditions that are reasonable, and a radio station manager can reject a speaker just as a railroad can refuse to carry a drunken man. I do not say that Henry Ford could demand the right to use the radio to advertise his automobile if General Motors has previously spoken or contracted for the time he wants. But if Henry Ford wants to use the radio, he has every right to use it within reason and convenience. I may say that the depression—economic readjustment of the nation, I prefer to call it—is rapidly obviating that problem, for the radio would undoubtedly welcome Henry Ford, or any competitors of its existing clients, before their microphones if they chose to use them.

"Churches have a right to broadcast under the same conditions, though my conviction is that no church ought to have a license to operate a radio station because of the ample opportunity afforded them to go on the air over stations devoted to the more general public service."

Station Protection From Libel Suits Urged by Guider

Nebraska Rule Seen as Raising Trouble for Broadcasters

Mr. Guider

DECLARING that the recent decision of the Nebraska Supreme Court on radio libel is fraught with difficulties for the broadcaster, John W. Guider, acting chairman of the committee on communications of the American Bar Association, advocated a rule which will release a station from liability for defamatory remarks made by others "whenever it appears that the management of the station exercised due and reasonable care to avoid the utterance of defamation." He spoke Oct. 10 before a section meeting of the association in Washington.

Mr. Guider reviewed the decision, rendered June 10 in the case of Sorenson v. Wood and KFAB Broadcasting Co., Lincoln, Neb., which held broadcasting stations jointly liable with the speakers for libel uttered over the air. (See BROADCASTING, July 1.) The decision, he held, in Nebraska, at least, raises an obligation upon broadcasters to censor from political speeches remarks which may be libelous. The opinion is the first expression on the subject by any appellate court in this country.

"What is Truth?"

"OBVIOUSLY," Mr. Guider asserted, "there will be instances where, in passing upon material submitted to it, the station will of necessity be placed in a most difficult position. Assuming for the purpose of this point, that a station may lawfully delete libelous matter from a political speech, it may readily be appreciated that the station would ordinarily have no such knowledge of the facts as would permit it to determine whether the statements proposed to be uttered are libelous. By their very nature, political speeches are often extremely critical in character.

"It would be most unfortunate if candidates in utilizing the great advantage of radio communication with the voters, are to be prevented from calling their listeners' attention to malfeasance in public office, or to demonstrate unfitness on the part of other candidates. Such matter, true, may be eminently proper, and in the interest of the electorate. If untrue, it may be libelous. How is a station to distinguish truth from falsehood in such cases, even where it possesses the infinite wisdom of being able to decide, on very short notice, whether the matter, if untrue, is in law, libelous?"

Hasty Decisions Involved

MR. GUIDER said it had been suggested that stations protect themselves by demanding copies of

(*Continued on page 30*)

"In Cincinnati—it's WKRC"

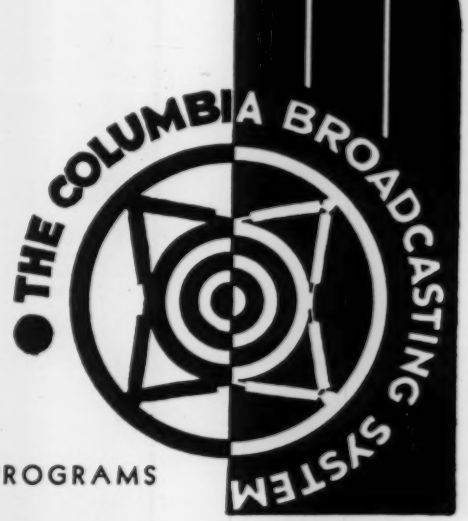
SAID THE LOCAL DISTRIBUTOR TO A NATIONAL ADVERTISER

A national organization recently spotted programs on a number of stations. In Cincinnati, the schedule called for a station other than WKRC. The local distributor objected. WKRC was his choice. He was a local man. He knew local preference.

This was not an unusual incident. For years local advertisers have favored WKRC. WKRC carries more local advertising than any other Cincinnati station.

With a full 19-hour schedule—a preferred position on the dial (550 Kilocycles)—the finest of technical equipment—the ever popular Columbia Network programs—is it any wonder that local distributors favor WKRC?

Consult your jobbers and dealers before spotting your next program. You will find they favor WKRC.



WKRC Cincinnati

AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS

U. S. Radio System Held Above BBC By British Author

State Control and Inferior Equipment are Blamed

During the recent inaugural on CBS of radio versions of Sax Rohmer's "Dr. Fu Manchu" stories, sponsored by the Campana Corp., Batavia, Ill., the noted British author, who came to this country specially for the purpose, took occasion to remark enthusiastically about the American system of radio. He expands his views here for the readers of BROADCASTING.

By SAX ROHMER

I HAVE been asked to enlarge upon one or two points raised by me in a recent broadcast interview touching the methods of American and British broadcasting, the radio possibilities of dramas such as "Dr. Fu Manchu", and the advantages of sponsored programs.

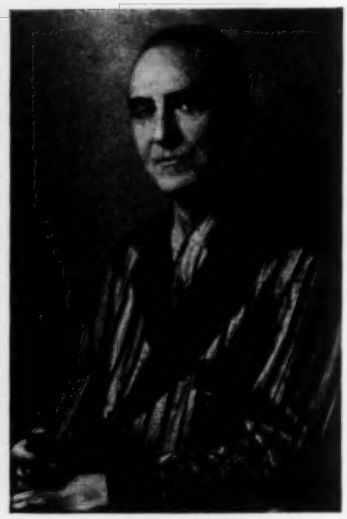
In the first place, I think British broadcasting is definitely handicapped by being under state control. Competition is essential in my opinion to the health of any industry. I don't believe in monopoly. Against the programs presented by the British Broadcasting Corporation there is no more hope of appeal than there would be against a finding by the House of Lords. The BBC is an autocracy. Their word is law.

Raps BBC Equipment

AS REGARDS the technical equipment of the new studios recently completed in London high claims were made during the time that the building was in course of construction, but I am disposed to believe that certain expectations have not been realized. The acoustic properties, which I understand were based upon some new system which experimentally seemed to promise remarkably fine transmission, have not entirely justified official optimism.

In Europe, too, we labor under a serious handicap. There was an attempt, last year, to come to some sort of understanding with the important stations throughout the continent, but, as seems to be the fate of all international conferences, practically nothing resulted. The wave lengths used by certain European stations are not sufficiently diversified to avoid conflicting programs. In certain areas it is practically impossible to secure clear reception from any one of two or three stations. This is an unfortunate state of affairs which I think you do not experience here in the United States or Canada, as I understand that these matters are adjusted by a governing body.

In the broadcasting of drama, I consider that a much higher average is maintained in America than has so far been achieved in Great Britain. A type of director seems to have sprung up in the American studios who has perfected a radio technique much in advance of that of his colleague in British studios. We have dramas specially written for broadcasting purposes, but with a few exceptions they are characterized by a form of construction indicating the influence of the stage, and directed without due regard to the fact that the players are invisible to the audience.



Sax Rohmer

The direction of the "Fu Manchu" episodes, in Chicago, and the manner in which the scripts had been prepared, seemed to me superior to anything of the kind with which I had hitherto come in contact. Admittedly, the English studios do not go in, very much, for this type of drama. The few examples to which I have personally listened have been open to much criticism. On the other hand, I have heard excerpts from Shakespeare beautifully rendered, but the performance relied almost entirely upon the magnificence of the master's language and the elocution of the actors.

Lauds Sponsor System

ORIGINAL items are not so good, on the whole, and I think that the great success achieved by dramas of the "Fu Manchu" order in the United States and Canada might wisely be made the subject of careful inquiry by the officials of the BBC. I realize that I have personally some 20 books which, treated as "Dr. Fu Manchu" was treated by the CBS on the Campana Italian Balm program, should prove to be valuable properties. Some of my Egyptian stories, and others dealing with adventure in various parts of the globe, have assumed a new value in my eyes, since I visited Chicago for the inauguration of the Campana program.

I feel we shall never enjoy the advantages of the sponsorship system in Great Britain. This is regrettable because this system enables the United States and Canada to enjoy programs calling for big financial outlay on the production side which British listeners are never likely to hear. I am strongly opposed to any form of government control in any form of public entertainment. State theatres would be a tragedy. Government controlled publishers would soon be out of business and I am convinced that the same may be said of state controlled broadcasting.

OLD SPANISH CUSTOM
Paul Segal and K. B. Warner Held As Anarchists, Released

MADRID, headquarters of the International Radio Conference and capital of a nation in which the embers of revolution still are smouldering, paid its respects to a couple of American radio celebrities attending the sessions in a rather unique way the other day when its gendarmes "detained" Paul M. Segal, Washington attorney, and K. B. Warner, executive secretary of the American Radio Relay League, as suspected revolutionists or anarchists.

According to unofficial reports, Messrs. Warner and Segal, the latter general counsel for the amateur organization, were scheduled to address a meeting of Madrid amateurs. The Castillian "hams," in applauding their American guests in the approved Spanish style, raised such a commotion that a riot call was put in by neighbors, who sensed another revolution.

Screeching sirens heralded the approach of the armored cars used in Madrid to crush such incipient uprisings. Police swooped down on the meeting hall. Messrs. Segal and Warner were detained until they were "identified by the proper officials." But for a few tense minutes, it is reported, they saw visions of some quaint old Madrid hoosegow. The explanation given by the gendarme, it is understood, was that it was "just an old Spanish custom."

Preparations Progress For Convention of NAB

ARRANGEMENTS for the NAB annual convention to be held in St. Louis Nov. 13, 14, 15 and 16 are being made under the direction of Philip G. Loucks, managing director, and Edwin M. Spence, director of WPG, Atlantic City, chairman of the general convention committee.

The two officials were in St. Louis over the Oct. 8 week-end to confer with chairmen of the local committees. The local committee chairmen are: L. A. Benson, WIL, W. H. West, KMOX, T. P. Convey, KWK, and Wm. F. Ludgate, KSD. During the preceding week, Mr. Loucks discussed plans for a commercial section meeting with H. K. Carpenter, manager, WPTF, Raleigh, its chairman. He also was to discuss with Edgar Bill, president of WMBD, Peoria, plans of the program section, of which the latter is chairman.

Reception Committee

WILLIAM H. WEST, director of operations of KMOX, St. Louis, and chairman of the reception committee for the NAB convention there, Nov. 13 to 16, has named the following to serve on his committee: A. B. Hendry, WIL; Oscar Hirsch, KFVS; Rev. H. H. Hohenstein, KFUO, and W. F. Ludgate, KSD. Preparations for the meeting to be held at Hotel Chase are being made for more than 500 broadcasters from over the United States.

Eckersley Praises U. S. Broadcasting

Calls Programs Best In World In Changing Former View

ADMITTING a complete reversal of view, Capt. P. P. Eckersley, eminent British radio authority, and former chief engineer of the British Broadcasting Corporation, declared during his current visit here that broadcasting in the United States surpasses that of any other nation. The Englishman is making a trip around the world and expressed amazement at the progress of broadcasting in this country since his last survey in 1927, in an interview with the NEW YORK TIMES.

"When last I visited your shores, five years ago", he said, "I considered broadcasting on this side of the water distinctly inferior to the British System. But I must admit that the pendulum has swung around in the intervening years. I have become an enthusiastic convert to the American idea, which as nearly approaches the ideal as I have encountered in my travels.

"This marked improvement is noticeable not only in the perfection of transmission but in the high standards of programs. I do not hesitate to say that American programs are the most amusing, most varied, most interesting, the most diverting and educational of all. I am, above all, fascinated with their lively, intimate, warm, exploring spirit.

Favors Sponsored Program

"WHILE THE rest of the world has been practically at a standstill, America, with characteristic foresight and action has pushed ahead, building up here, tearing down there, until they have achieved an approach to perfection which is a revelation and an inspiration. It seemed to me on my last visit that broadcasting in the United States was moving in the wrong direction. Commercialized sponsorship seemed to me at that time—and I was not alone—the wrong solution to the problem of building better programs. But the results achieved here in the last five years prove that the American system of commercial programs is infinitely superior to any other that has been attempted.

"I would say that the average American program is better than the average British program, and the best American program superior to the best British standards. Utopia, I fancy, is still considerably around the corner, like television and prosperity, but I am convinced that the United States is traveling along the right track and with amazing speed."

Capt. Eckersley also praised the "open door" policy maintained with respect to broadcasting in this country. Declaring he believes that freedom of the ether is as desirable as freedom of the press, he criticized the rigorous censorship of the air in Great Britain as contrasted to the liberal American attitude, which he characterized as a "real public forum where all might be heard".

WBT . . . A 25,000-WATT STATION

"It Should Be Music to an Agency Man's Ears!"

There's a story of more than passing interest about WBT's advertising possibilities that should be music to the ears of the radio executive of any agency. Spend a brief moment checking over some of the salient points—see if they don't dovetail with your ideas and those of your clients:

You like to buy time at favorable rates because you can show your client maximum returns. Make a note that WBT recently increased power from 5,000 to 25,000 watts without increasing rates, although coverage was increased five-fold. An initial survey indicates dependable coverage over an area populated by five million people.

You want assurance of an audience. That WBT's listener following is attentive is well indicated by a 93.1% regular audience in Charlotte homes.

You prefer promising territory. Charlotte and other Federal Reserve points in this section rate as "Bright Spots" according to Sales Management. North Carolina is one of a very few states to get top rating in Drug Trade News.

You may want a "live" program. WBT's staff of entertainers can par network quality and WBT's executive staff will gladly suggest a program idea to appeal to Southern taste. Your problems are our problems; our cooperation is extended without reservation.

STATION **WBT** INCORPORATED

● THE COLUMBIA BROADCASTING SYSTEM

● Key Station of the Dixie Network of the Columbia Broadcasting System

WILDER BUILDING
CHARLOTTE
NORTH CAROLINA

Sales Representatives:

New York, R. E. Vernon, 485 Madison Ave., Plaza 3-2520 Chicago, R. B. Stephenson, Wrigley Bldg., Whitehall 6000

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Building
Washington, D. C.
Metropolitan 1022

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy -

Copyright, 1932, by Broadcasting Publications, Inc.

Eastern Representative: The Spencer Young Co., 299 Madison Ave., Murray Hill 2-5279, New York City
Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

One Year of Age

EXACTLY one year ago, BROADCASTING made its bow as the first periodical of its kind in the radio field. Within that year, it has achieved a reader interest and advertising influence among stations, advertising agencies, radio advertisers and equipment manufacturers that has exceeded the fondest expectations of its owners, who are also its publishers and editors.

The editorial, advertising and moral support given it by the industry has been gratifying in the extreme. BROADCASTING, after only one year, has established itself as a fixture in the radio field—the trade journal of a fast maturing industry.

It is with mixed feelings of pride and gratitude that we embark upon our second year. We are determined to follow the same policies that have guided us during the last year; policies that were established after consulting representative groups in the industry, large and small alike, and moulding their views into what we believed would be a solid foundation for a publication that aspired to become a vital factor in the industry. Fancy covers, color frills and arty furbelows did not fit into that scheme.

In our maiden issue of Oct. 15, 1931, we wrote editorially that we would play nobody's "game" but that of the industry as a whole. BROADCASTING was not conceived as the spokesman for any particular group against any other group. It was designed to be a journal of news and information, and the forum of all the elements engaged in the business of broadcasting. It has adhered to that idea.

Our news columns and our advertising columns bespeak the success we have achieved. With almost every issue, we have offered our readers news features and news "scoops" that must be proof sufficient of the editorial capacity of the men who are publishing and editing this magazine. We might have cluttered our columns with the hundreds of laudatory letters received from our readers; we might have filled our pages with all sorts of publicity pap that reaches us in every mail. Instead, we devoted ourselves to a presentation of articles and items and departments conveying suggestions, business ideas, pertinent news, to the people who are the broadcasting industry.

Our constant effort has been to give the stations, the agencies and the advertisers the news that we know they want to help them in their own jobs. Our theory was that station, agency and advertising executives have a common interest in the news of broadcasting generally and in maintaining the integrity of the American Plan in particular. Editorially, we have striven to answer the critics of broadcasting, and to espouse the progress of the industry along healthy lines.

We have secured our news not only by our own reportorial efforts, but through the successful cooperation of stations, agencies and advertisers. Our budget has been limited—in fact, dire predictions were made when we started that this venture could not survive the depressed times—yet our news always came first. That is why, from the start, we have had our own correspondents at key cities, correspondents who will continue to function for us in contacting stations and agencies and advertisers for their legitimate news.

We think it is our readers' right to know that this publication is absolutely self-supporting, has no endowment or subsidy of any nature, and, except for its initial small capital outlay, has depended entirely upon its advertisers and subscribers for support. Its policies, like its corporate organization, are controlled by none but the publishers and the editors—Martin Codel and Sol Taishoff

Most gratifying of all, it has proved its efficacy as an advertising medium. Its station advertisers have gained business, identity and prestige through its columns. Its equipment advertisers have written us consistently telling of the sales results they have secured through its columns. The fact that we have so many of the leading stations advertising with us, and practically all of the leading equipment manufacturers, and the fact that they have advertised consistently and repeatedly, tells its own story.

To the industry, we pledge ourselves anew to a continuance of our policy of playing fair with all elements in broadcasting while presenting the news of the industry as clearly and attractively as it is within our power to do. We have many plans for future development and expansion, which await only the growth we feel confident is ahead of the radio industry and, therefore, of this magazine.

To Lester Douglas, art director of NATION'S BUSINESS, *the editors of this magazine owe a lasting debt of gratitude for suggesting and directing the format and makeup of this magazine at its inception. Its type and makeup, designed for easy readability with maximum utilization of space, has won wide acclaim from our readers.*

Mexican Menace

MEXICO is running wild again in broadcasting. Its latest move, authorizing XER, the Brinkley-controlled station at Villa Acuna, across the border from Del Rio, Texas, to boost its power to the level of 500 kw. and to operate in between two U. S. channels, is the most dangerous threat to American broadcasting yet made.

Happily, the ruinous effects of this project may be nipped in the bud through the immediate protest filed with the State Department. It unquestionably will result in diplomatic discussions with the Mexican authorities. The American delegation to the International Radio Conference at Madrid, where efforts now are being made to adjust world broadcasting wave length disputes, has been apprised of it also.

Had it not been for the disclosure by BROADCASTING of Mexico's action, the plan might have gone forward quietly and without protest until the deed was done. Although Mexico's communications minister, Miguel Acosta, signed the order granting XER the right to increase its power from 75 kw. to 500 kw., and to use the mid-channels of 735 and 655 kilocycles, on Aug. 18, the action was not generally made known. It was on Oct. 7 that this publication uncovered the dispatch to the State Department from Ambassador Reuben Clark, at Mexico City, telling of the action.

The information immediately was communicated to the half-dozen stations on neighboring channels which stand to suffer most. Things began to happen. The very next day, the NAB filed its letter of protest with Secretary of State Stimson, and arranged for a conference with State Department officials.

With Mexico preempting channels indiscriminately for assignment to any individual who has the price (like Brinkley and Baker) the need for some definite North American agreement, committing that nation to orderly use of the wave lengths, becomes imperative.

The RADIO BOOK SHELF

EVERY conceivable angle of the advertising business, with due attention to radio, is discussed by an outstanding figure in the advertising and allied fields in "Careers in Advertising," edited by Alden James, eastern manager of the ATLANTIC MONTHLY in New York, which has just been published (The MacMillan Co., New York, $5). It is a 677-page symposium, designed originally perhaps to serve as a guide to those who would enter the advertising field but containing enough "post-graduate" material to be worthy of a place on the bookshelf of any advertising man or radio executive.

Sixty-two important executives are contributors of the various chapters, which are marshalled under four headings: I, The Advertiser; II, The Advertising Agency; III, Media, and IV, Correlative Advertising Services. The chapter on radio in Part II is the work of Arthur Pryor, Jr., manager of the Radio Bureau of Batten, Barton, Durstine & Osborn.

Part III includes eight radio chapters as follows: Radio's Place in the Advertising Career, by M. H. Aylesworth, president of NBC and RKO; Radio—The Network, Its Organization and Departments, the Sales Staff and Its Functions, by Hugh K. Boice, vice-president in charge of sales, CBS; Radio—The Network: Research and Sales Promotion, by Paul W. Kesten, director of sales promotion, CBS; Radio—The Network: Program Production, John F. Royal, vice president, NBC; Radio—Electrical Transcriptions, by E. B. Foote, vice president, World Broadcasting System; Radio—The Broadcasting Station: Management, by William S. Hedges, manager of WMAQ; Radio—The Broadcasting Station: Sales, by William S. Hedges; Radio—The Broadcasting Station: Program Production, by John Gihon, director of production, WMAQ.

We Pay Our Respects to—

HENRY ADAMS BELLOWS

IN MATTERS of learning, Henry Adams Bellows is perhaps the most accomplished individual in broadcasting. From his New England and academic background, he has brought to radio a mind trained in cultural values, a fine perception of radio's place in the social order and a keen appreciation of radio's economic problems. He is erudite without being pedantic; his quick mind, brought to radio in 1925 fresh from the editorial sphere, never dissembles. He is outspoken in his views, and he knows how to speak and write them so that others may readily comprehend. He is always the practical academician.

That is why Henry Bellows so often is called upon to address gatherings of educators to discuss radio, a topic in which they have been taking great, if not always intelligent, interest in recent years. That is why, just as clearly and forcefully, he is generally the spokesman of the broadcasters before committees of Congress when radio is a subject of legislative consideration.

It came almost as a birthday anniversary celebration that WCCO, Minneapolis, the station which Henry Bellows nurtured from a rather weak adolescence, increased its power to 50,000 watts —one of the nine stations authorized to do so by the Radio Commission. The dedication took place Sept. 15. A week later, Sept. 22, Henry Bellows celebrated his own 47th anniversary.

September, indeed, is a month of anniversaries for WCCO. The old 500-watt WLAG in Minneapolis, founded in 1922, came upon poor days in 1924, and on Sept. 1 of that year was taken over by the Washburn Crosby Milling Co., of Minneapolis. Its call was changed to WCCO, and Henry Bellows, weaned away from the editorship of the NORTHWESTERN MILLER, which he had held for the preceding 10 years, was installed as manager. On Sept. 1, 1930, it was incorporated as a separate entity, one-third of its stock being sold to the CBS. A year later, the remaining two-thirds was purchased by CBS.

The first practical broadcaster to be appointed to the Federal Radio Commission, Mr. Bellows was called to the fourth zone post in 1927 by President Coolidge when the first Commission assembled. He served about a year, resigning to return to WCCO. His record as commissioner, his background in speaking and writing, his keen comprehension of the essential problems of radio, soon brought him a bid from CBS to be its vice president. He still holds that post, preferring to remain in Minneapolis to supervise many of CBS mid-west activities rather than to come east to make his home and headquarters.

Throughout his broadcasting career, Mr. Bellows has refused to limit his interest, however, to any one station or any one section. His experience as a broadcaster, a former radio commissioner and a network executive has frequently been called into good office for the broadcasting industry as a whole. Almost since he left the Commission, he has been chairman of the legislative committee and a director of the National Association of Broadcasters, positions which he still holds. In all the councils of the men who guide the destinies of American radio, he is always called upon to participate.

Henry Adams Bellows was born in Portland, Maine, on Sept. 22, 1885. He was graduated from Harvard in 1906, continuing there as an instructor in English until 1909 and taking his Doctor of Philosophy degree there in 1910. While teaching English, he also edited the Harvard graduates' magazine.

He came to Minneapolis in 1910 to become an assistant professor of rhetoric at the University of Minnesota. He served on the university faculty for two years, resigning to become editor of THE BELLMAN, in which post he served until 1919. Meanwhile, he also edited THE NORTHWESTERN MILLER, retaining that position until he went into radio in 1925. His many-sided interests are revealed by the fact that between times he also did a column of musical criticism for the MINNEAPOLIS DAILY NEWS and wrote the program notes for the Minneapolis Symphony Orchestra.

Having served as a major, lieutenant colonel and colonel in the Minnesota Home Guard, and with the Fourth Regiment of Minnesota Infantry during the war, he wrote "A Manual for Home Defense" in 1918 and a "Treatise on Riot Duty" in 1920. His published works also include "Highland Light and Other Poems," 1921, and translations of the "Historia Calamitatum of Abelard," from the Latin, 1922, and "The Poetica Edda," for the American-Scandinavian Foundation, 1923. He is a Phi Beta Kappa, a Democrat, and a member of the Minneapolis Country Club, Minnesota Club and Metropolitan Club of Washington. He is married and has two children, Marion and Charles Sanger.

PERSONAL NOTES

LOUIS G. CALDWELL AND PAUL M. SEGAL, Washington radio attorneys, who have been attending the International Radio Conference at Madrid, expect to sail with Mrs. Caldwell and Mrs. Segal Oct. 26 on the S. S. Rex from Gibraltar, arriving in New York Nov. 1. Mr. Caldwell is delegate of the National Association of Broadcasters and Mr. Segal is representing the American Radio League at the world radio parley.

C. ELLSWORTH WYLIE, former vice president and advertising director of GAME AND GOSSIP, Los Angeles, has become manager of one of the Don Lee Broadcasting System units with headquarters at San Diego.

TOM BRENNEMAN has been appointed studio manager for both KFAC, Los Angeles, and KFVD, Culver City. He was with NBC in New York earlier this year as "Tom Brennie." His latest creation, now on the air, is the "Tom and Wash Laugh Club" in which he plays all the parts.

DON E. GILMAN, Pacific division manager of NBC, accompanied by A. H. Saxton, chief engineer, is in New York for the month of October.

J. BURYL LOTTRIDGE, director of KFBI, and Mrs. Lottridge, visited Chicago Oct. 5.

CHAN GURNEY, secretary-treasurer of WNAX, Yankton, S. D., was recently elected vice president of the Yankton school board.

WILLIAM G. H. FINCH, secretary and chief engineer of American Radio News Corp. in charge of its broadcast engineering activities, and Mrs. Finch returned from the International Radio Conference at Madrid on the S. S. Roma Sept. 26.

PURNELL H. GOULD, commercial representative of WBAL, Baltimore, and Miss Eloise Ewens White, prominent in Baltimore social circles, were married Oct. 8. They are spending their honeymoon in the South, and will be at home after Dec. 1 at the Wyman Park apartments.

WALTER B. McCREERY, Los Angeles radio time broker, has been elected chairman of the radio committee for the Los Angeles Junior Chamber of Commerce.

MILTON BLINK, general manager of Universal Radio Productions, Chicago, and Mrs. Blink, are parents of a baby girl, Judy Robin, born Sept. 24.

HOWARD WILSON, U. S. advertising manager of XER, Villa Acuna, Mexico, has been in Chicago on a business trip.

RICHARD C. PATTERSON, former Commissioner of Correction of New York City, who on Oct. 1 was named vice president and general manager of NBC, succeeding George F. McClelland, who became assistant to M. H. Aylesworth, on Oct. 11 delivered his first radio address since becoming a network executive over WINS, New York, which broadcast his talk as part of the Y. M. C. A. Father and Son Day program.

WALLACE L. KADDERLY, manager of KOAC, Corvallis, Ore., operated by the State Agricultural College, was a visitor in Washington during the week of Oct. 3. He journeyed across the continent to attend a meeting of the National Committee of Education by Radio, of which Joy Elmer Morgan is chairman.

BOB BROWN, Chicago production manager of WBBM and CBS, has returned to his post after an illness of seven weeks. He also returns to the active directorship of Myrt & Marge productions.

JACK FOSTER, the well known radio editor of the NEW YORK WORLD-TELEGRAM, was promoted to feature editor of that newspaper Oct. 4, and his radio column was taken over by James Cannon.

WILLIAM B. MURRAY, of the NBC Artists Service, New York, has resigned, effective Oct. 1.

J. L. VAN VOLKENBURG, formerly director of radio for Batten, Barton, Durstine & Osborn in Chicago, has been appointed commercial manager of KMOX, St. Louis.

DONALD I. MacDONALD, until recently identified with New York and Chicago agencies, and formerly handling agency affairs for the Curtis Publishing Co., has been appointed office manager and contact man for advertising agencies at WLS, Chicago.

HOWARD MILHOLLAND, manager of KGA, Spokane, will go to San Francisco late in October to attend the Kiwanis convention.

FRANK REILLY has been named to the recently created post of commercial manager for the Don Lee Broadcasting System. He is a former New York newsman.

LAWRENCE LOWMAN, CBS vice president in charge of operations, and his bride, the former Mrs. Kathleen Vanderbilt Cushing, have returned to New York after a five-week's trip abroad.

J. H. NEEBE, vice president and general manager of CKOK, Detroit, announces the appointment of W. H. Taylor as special representative of CBS on the staff of the station. Mr. Taylor, who was formerly vice president of Campbell-Ewald Co., has been a prominent figure in Detroit advertising activities for many years.

GENE WYATT, production manager of WFIW, Hopkinsville, Ky., and Mrs. Wyatt, former secretary to D. E. (Plug) Kendrick, director of WFIW, spent their honeymoon in Chicago. They were guests of Hugh Rager, managing director of First United Broadcasters of Chicago.

WALTER J. NEFF, assistant sales manager of WOR, made a brief business trip to Chicago early in October.

NANCY FRAZER has succeeded Ruth Betz as publicity director of KMOX, St. Louis, Miss Betz having returned to WBBM, Chicago.

A. D. WILLARD, formerly with WCAO, Baltimore, and at one time part owner of a Baltimore advertising agency, has joined the staff of WJSV, Alexandria, Va., the new CBS Washington unit scheduled to go into operation Oct. 20.

MYRON J. BENNETT, who recently moved from KFYR, Bismarck, N. D., to KTAT, Fort Worth, Tex., has been appointed studio and program director of KTAT.

XUM

C AND O

AIR-CONDITIONING
ON THE AIR
WITH
THE
GEORGE
WASHINGTON

The Most Wonderful Train in the World

Completely Air-Conditioned

Every Car . . . . . All the Time

Chesapeake and Ohio believes in radio. Recognizing the vital part which radio plays in American life, C. & O. has equipped the lounge cars of its finest train—The George Washington—with radio receiving sets. This constitutes one of the *exclusive* advantages which The George Washington offers travelers to and from Washington and the East.

Recognizing, too, the power and penetration of broadcast advertising, C. & O. uses radio in the three key cities of its main line—Washington, Louisville, and Cincinnati — to tell the wonderful story of The George Washington—the *genuinely air-conditioned* train. Travelers are hearing that a train can be *clean*—free from dust, dirt, cinders—with air-conditioning. They are learning that sleep can be sound—refreshing . . . that day travel can be *completely* comfortable! Air-conditioning is "on the air." Growing C. & O. patronage testifies to its worth in bringing travelers the advantages of The George Washington.

Westward (Read down)			Eastward (Read up)
6:01 PM	Lv.	Washington (EST) Ar.	8:30 AM
8:45 AM	Ar.	Cincinnati Lv.	6:01 PM
10:50 AM	Ar.	Louisville (CST) Lv.	1:30 PM
10:45 AM	Ar.	Indianapolis (Big Four Ry.) Lv.	2:10 PM
3:00 PM	Ar.	Chicago Lv.	10:05 AM
4:45 PM	Ar.	St. Louis Lv.	9:04 AM

J. B. EDMUNDS,
Asst. Gen'l Passenger Agent,
714 14th St., N. W. Wash., D. C.
Telephone: NAtional 0748

CHESAPEAKE and OHIO

BEHIND THE MICROPHONE

LEWIS LACEY, former manager of KYA, and Dresser Dahlstead have been added to the announcing staff of NBC, San Francisco. Network staff, headed by Jennings Pierce, now numbers seventeen.

LILLIAN FRASER, announcer, has joined the Chicago staff of WGN, to take charge of the "Good Morning" program sponsored by the French Lick Springs Hotel of Indiana.

ADOLF E. KRATZ, formerly a Chicago announcer, has moved to Los Angeles. He intends to give a daily program with German music and announcements. Trial broadcast was on KMTR, Hollywood, early in October.

JAY BEARD has been transferred from KBTM, Paragould, Ark., to its newly established studio in Jonesboro, Ark.

JENNINGS PIERCE, chief announcer of the Pacific division of NBC, has announced the appointment of William Andrews as his assistant. Andrews replaces Cecil Underwood, who was named production manager of the Pacific division recently.

ROBERT BOWMAN, program manager of KGB, San Diego, is father of an 8-pound boy, born to Mrs. Bowman late in September.

DAVE MARSHALL, baritone at KHJ, Los Angeles, late in September went to New York to join George Olsen's orchestra as vocalist.

NORMAN HARTFORD, who announces a sports feature from KGFJ, Los Angeles, is the father of a boy, born to Mrs. Hartford late in September in an ambulance en route to the California Lutheran Hospital.

JOHN GANTT, announcer and control man of WOL, Washington, has written his first play for the air, an adaptation of Pagliacci, which will be performed by a local dramatic group in November.

SCOTTY MORTLAND is now doing his philosophy chatter on KJBS, San Francisco, in addition to his daily columning for the CHRONICLE.

CARLYLE STEVENS, CBS announcer, and Ruth Ronald, of Mitchell, S. D., were married Sept. 25 at the Barbizon, New York.

LEE SIMS, pianist, and his wife, Ilomay Bailey, singer, have signed an exclusive contract with the NBC Artists Service for performances over NBC and in RKO vaudeville.

ALBERT HAY MALLOTTE, one of the outstanding theatre organists in the west, has joined the staff of KHJ, Los Angeles. He will give a nightly organ recital and will play the piano for other broadcasts.

J. ALBERT ERICKSON, onetime music director of KMPC, Beverly Hills, Cal., but more recently in theatre work, has gone with KFAC, Los Angeles, as first violinist and assistant conductor of the concert ensemble.

WINS, New York, claims a find in the Four Rascals, instrumental and vocal harmony team, heard each Saturday at 11:30 a.m. They are Italian boys from 22 to 23 years old, who live in the neighborhood of 110th Street and Second Avenue.

BILL GOULD, formerly continuity man and announcer at KFOX, Long Beach, Cal., and Henry Sherr, also from the California station, have embarked on a tour of Fox-West Coast Theatres with "School Days." It is similar to their former radio skit.

NEWELL McMAHAN, former newspaperman, has joined the staff of KTAB, San Francisco, as staff "news reporter."

Presidential Microphone

THIS SPECIAL master microphone was constructed by NBC engineers to serve at the White House or anywhere else that the President broadcasts. Obviating the need of great banks of microphones, it has 16 connections which enables it to be used alike for broadcasting, motion picture recording or disk recording. Standing back of the device in this photograph is Herluf Provensen, NBC's chief Washington announcer assigned to all presidential broadcasts.

LINDA PARKER, who sings with the Cumberland Ridge Runners on WLS, Chicago, is now Mrs. Arthur Janes, wife of the baritone of the Maple City Four, on the same station. A secret marriage was performed in Valparaiso, Ind., last June.

THE HAPPY CHAPPIES, (Vincent and Howard), staff artists of KMPC, Beverly Hills, Cal., have written a new waltz called "On a Sapphire Sea."

MISS PHOEBE ELKINS, at one time heard over CBS in the east, will conduct a "Woman's Hour" program over KFAC, Los Angeles, week days.

J. C. LEWIS, Jr., staff song writer at KHJ, Los Angeles, has written "A Million Dreams." It was given its radio premiere over the CBS on the "California Melodies" program of Raymond Paige and then published.

JUNE PARKER, onetime blues singer with several Los Angeles stations, was appointed publicity manager of KFAC-KFVD, Los Angeles, early in October.

DALE SPARKS, 1930 graduate of the University of California, lately in charge of radio activity of the institution in Los Angeles via KMTR, has moved to Berkeley, where the lectures are now given from KPO.

JAMES WILKINSON has resigned from the announcing staff of WRC, Washington, to publish the local DAILY LEGAL RECORD.

WARREN SWEENEY, announcer and concert pianist of WMAL, Washington, and Mrs. Sweeney are parents of a girl, born Oct. 6.

JOHN WOLF, of John and Ned, NBC (San Francisco) harmony team, has purchased an interest in a tract at Clear Lake, Cal., a summer resort.

TED WHITE, Eva de Vol, Marsden Argall, Rodney Johnson and Harvey Orr have left NBC, San Francisco.

DICK LE GRAND has left his announcer's post at KYA, San Francisco, to join KGW, Portland.

JOHN T. SIEFERT is now directing the dramatic presentations broadcast by KJBS, San Francisco.

THE QUAKER OATS contract expiring late in October, Van and Don (Fleming and McNeil) "The Two Professors" will leave NBC, San Francisco, for the east, where a sponsored program awaits them.

DOROTHY O'BRIEN, head of the NBC audience mail department, Chicago studios, was married recently to William Morgenstern, director of public relations, University of Chicago.

DOROTHY MASTERS, who formerly conducted the "Ramona Watson" radio critic column of the CHICAGO AMERICAN, has joined the Chicago NBC publicity staff as secretary to Ben Pratt, director of public relations.

JOHN AND NED (Wolfe and Tollinger) have been granted leave of absence by NBC, San Francisco, to go to KFI, Los Angeles, for a series of programs for Vitab bread.

ALLAN WILSON has left the San Francisco studios of NBC on a leave of absence during which he will visit his native heath, Scotland.

IN THE CONTROL ROOM

ACCOMPANYING President Hoover to Des Moines for his campaign speech of Oct. 4, besides Herluf Provensen, special presidential announcer for NBC, were Albert E. Johnson, NBC Washington division engineer, and Keith Williams and William Chew, field operators.

J. R. BURRELL, formerly with the Bell Laboratories, New York, has joined KJBS, San Francisco, as technician and operator.

R. A. LIMBERG and Harold Royston, field engineers of NBC, Chicago, recently joined the ranks of benedicts.

JOHN LARSON and James Thornbury, field engineers of NBC, Chicago, recently went by airplane and train to McCook, Nebr., to set up equipment for the broadcasting of an address by Senator George Norris.

HOWARD C. LUTTGENS, engineer in charge of the Chicago NBC division, was host recently to A. H. Saxton and A. E. Johnson, NBC division engineers for the Pacific Coast division and at Washington, D. C., respectively.

JOHN SCALES, of KTM, Los Angeles, claims to be the youngest radio technician on the Pacific coast. He is 17 years old and started in radio at the age of 12 as an announcer on KGFJ, Los Angeles.

EDDIE RUGGLES, formerly technician at KMTR, Hollywood, has been added to the operating force of KMPC, Beverly Hills, Cal. He will also announce the midnight recording broadcast.

ANTONIO ANCHINNI, technician of KFWI, San Francisco, recently suffered a fractured skull in an auto accident. His mishap and subsequent absence from the station caused KFWI to close down for 90 minutes before station executives found someone to handle the controls.

CARL MEYERS, chief engineer of WGN, Chicago, and George Lang, his chief operator, are carrying on experiments with ultra-high frequencies, on the 5-meter band.

HERBERT WYERS (pronounced "wires") has joined the operating staff of WLS, Chicago.

3-Year Licenses

ALL CLASSES of radio operators' licenses are now being issued for three-year periods by the Federal Radio Commission. Instructions regarding application forms have been sent to all district supervisors by James W. Baldwin, Commission secretary.

XUM

A NATIONAL BROADCASTING COMPANY NETWORK STATION

670 Kilocycles — 100% Modulation

WMAQ NEWS

FULL TIME — Cleared Channel

October 15, 1932 CHICAGO, ILLINOIS Vol. I. No. 2

RADIO RULES FOR SUCCESS

GET A GOOD PROGRAM
BUY A GOOD STATION
CHOOSE A GOOD HOUR
ADD A GOOD ANNOUNCER

An advertiser must be fortunate enough to get a good program; wise enough to buy a good station; shrewd enough to get a good hour, and smart enough to get an announcer who doesn't think he is a prima donna entertainer, but who is alive to the fact that he must be a salesman.

* * *

These four rules that make for success in radio broadcasting were set down by Bill Hay, Sales Manager of WMAQ in an address delivered before a meeting of the Milwaukee Advertising Club September 21. Bill's conception of the functions of an announcer is well known to the radio audience of the United States, through his announcing the Amos 'n' Andy program, which was originated on WMAQ and is now and has been for several years a stellar feature of the National Broadcasting Company. The great success that the Pepsodent Company has enjoyed through the sponsorship of Amos 'n' Andy is due in no small degree to the fact that Bill is a Pepsodent salesman while announcing that program.

* * *

The foregoing rules for successful broadcasting have been the rules of WMAQ ever since the inception of the commercial era of broadcasting. That is why so many advertisers find WMAQ a most successful medium for bringing their sales messages to the listening public.

* * *

There are many types of good programs; there are good studio programs; there are good name programs; there are good dramatic programs and there are good serial programs. WMAQ can point to outstanding successes in each classification.

* * *

As for the selection of a good station—a station which wishes to qualify as a good station must make service to the public its primary impulse. It must not exploit the listening audience by cluttering up the air with cheap announcements. It must strive continually to make its programs of the highest standard.

* * *

A good hour for one client may be a poor hour for another. A daytime period may be ideal for one, early evening for another and late evening for still another. The station that makes a study of listener habits can advise best on the selection of a good hour.

WMAQ INTRODUCES CHESTERFIELD TAILORS

SPONSOR FOOTBALL BROADCASTS GIVEN BY "HAL" TOTTEN

Chesterfield Tailors, Inc., is a new name to Chicago buyers of men's clothing. The company, acting upon the advice of its advertising agency—Erwin, Wasey & Company—have selected radio and WMAQ as the means of acquainting the public with this new name and what it stands for in clothing merchandise. Chesterfield Tailors, Inc., are sponsoring the broadcast of the principal collegiate football games to be played in this section. The selection of the football games to be broadcast by WMAQ's sports specialist, Hal Totten, was made for several reasons.

1. WMAQ has been a pioneer in broadcasting football games from the field, this being the ninth year that games have been brought from middlewest stadia to the listening public by WMAQ.

2. Hal Totten's outstanding work in reporting the Cubs and White Sox home games, the final eastern trip of the Cubs and the World Series games in New York-Chicago has made him one of the nation's foremost sports reporters. His long experience as a football announcer and a student of the game qualifies him preeminently to present a vivid picture of the gridiron classics.

3. WMAQ's audience is a quality audience. WMAQ listeners are accustomed to the finer things that are offered on the air and that is the type of audience that Chesterfield Tailors, Inc., wishes to reach. The games which will be broadcast by WMAQ for Chesterfield Tailors, Inc. include the following:

October 8 ——Iowa at Wisconsin
October 15—Northwestern at Illinois
October 22 Purdue at Northwestern
October 29——Illinois at Chicago
November 5—Ohio at Northwestern
November 12——Northwestern at Notre Dame
November 19—Either Wisconsin at Chicago or Iowa at Northwestern, depending upon the importance of each of the games, so far as conference standings are concerned, at that date.

"Marian & Jim" Become "Marian & Jim & Gem"

Marian Jordan, of "Marian and Jim," WMAQ staff artists, who write and act the "Smackout" skit for WMAQ and the NBC, discovered that October is one of those months having an "R."

"Oh joy," she exclaimed, "Bring me a half-dozen oysters on the half shell."

As she lifted up oyster number three, intent upon removing him from his happy home, she was amazed to see a gorgeous pearl half the size of her little finger nail.

The point of this story is that one doesn't find a gem everyday in the week, whether it be in the jewelry line or in broadcasting.

Their show "Smackout" is a gem and is one of the most popular sustaining programs on the air.

RATES CHANGED ON WOMAN'S CALENDAR

New rates and a new time schedule have been announced for the Woman's Calendar, a cooperative feature conducted over WMAQ by Miss Jane Hamilton, home economics expert. The charge for various time units during the period will henceforth be: Five minutes—$50.00; ten minutes—$60.00; fifteen minutes—$75.00. In addition to the time charge, the cost of the services of Jane Hamilton and music furnished as part of the program during each unit will be: Five minutes—$10.00; ten minutes—$20.00; fifteen minutes—$30.00.

An agency commission will be allowed on all time charges, which are, likewise, subject to WMAQ's usual quantity discounts, which are applicable to other periods. The new schedule of broadcasting is as follows: Monday—3:00 to 3:15 p.m. Tuesday—3:30 to 4:00 p.m.; Wednesday, Thursday and Friday—3:00 to 3:30 p.m.; Saturday—10:15 to 10:45 a.m.

The Woman's Calendar has been one of the outstanding service features on WMAQ's daytime schedule for the past three years. The sustaining periods during the program are devoted to the interests of various women's organizations in Illinois, all the members of which are on the regular mailing list to receive the monthly program of the Woman's Calendar. Advertisers desiring to reach the women's audience will find this feature a good buy.

CORINNIS GOES ON WMAQ TWICE WEEKLY

Hinckley & Schmitt, Inc., who supply Chicago and its suburbs with Corinnis Water—one of the finest table waters—has been a steady user of time on WMAQ for the past three years.

This fall the radio audience will hear "the clink of the crystal goblet and the gurgle of crystal clear water," which introduces the Hinckley & Schmitt program, twice each week, instead of once as in the past. The program this fall will bring Jingle Joe, one of Chicago's most popular bassos, with an orchestra known as "The Corinnis Water Boys." The account is handled by Roche, Williams & Cunnyngham.

Here again WMAQ can point to success in selling a quality product to a quality audience from a quality station.

THREE CHAPTERS IN BOOK BY WMAQ MEN

A new volume entitled "Careers in Advertising" has recently come off the press of the McMillan Company. The volume, edited by Alden James, Eastern Manager of the *Atlantic Monthly*, is a compendium of experts in every line of advertising and in every type of advertising media.

Eight chapters of the volume are devoted to broadcasting. Three of those chapters are written by WMAQ men. The chapters on Station Management and Station Sales were written by William S. Hedges, Manager of WMAQ and the chapter on Program Production for Individual Stations was written by John Gihon, continuity chief for WMAQ.

STATION ACCOUNTS

Among the commercial programs heard regularly over WMAQ are the following: **A. & P, Princess Pat Cosmetics, S. S. Kresge Company, Best Foods, Whitman Candy Company, Wheatena, Listerine, Pepsodent Company, Nivea Creme, Household Finance Co., Texaco Gasoline, Chase and Sanborn, Barbasol, Daily News Travel Bureau, Bulova Watch Company, Maryland Pharmaceutical Co., Cliquot Club Ginger Ale, Armour & Company, Chesterfield Tailors, Inc., Hinckley & Schmitt, Inc. (Corinnis Spring Water), Northern Trust Company, Fleischmann's Yeast, Salo-Dent Laboratories, Inc., Wieland Honey & Butter Corp., Monarch Coffee Company, Stanco, William Wrigley Company, R. B. Davis & Company.** Adv.

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WLS, Chicago, reports five new contracts: The Ward Baking Co. began "Ward's Surprise Revue" on Sept. 30 for 26 weeks, presenting surprise guest artists; program three mornings weekly; account through Airway Sales Engineers Agency. The John S. Michael Co. of Chicago, (Mickey Quilt Patches) sponsors a series of 5-minute announcements, every other Wednesday, which began to run 26 weeks from Sept. 28; Broughton Advertising Agency, Chicago, handles account. General Mills, Inc., Chicago, (flour) began a series of daytime broadcasts on Sep. 30, giving recipes to housewives; Blackett-Sample-Hummert, Inc., Chicago, is the agency. The Association of American Soap and Glycerine Producers, New York City, sponsors daily temperature report from Oct. 3 to Dec. 11; Scott, Howe, Bowen, Inc., New York, handles the transaction. The E. E. Hess Co., Brook, Ind., (Hess witchazel) each Friday from 2:30 to 2:45, sponsors music and announcements by Martha Crane, WLS announcer; Rogers & Smith, Chicago, is agency for contract running from Oct. 7 to March 31, 1933.

FIVE SPONSORS are supporting the Chitwood-WBAL cooking school in Baltimore every Monday, Wednesday and Friday, 9:30 to 10 a.m.; they are Fairfield - Western Maryland Dairy, Crosse & Blackwell, Maryland Biscuit Co., Gas & Electric Co., and North Avenue Market. Other new accounts on WBAL: American Stores, Thursday, 8:30 to 9 p.m.; C. D. Kenny Co., Tuesday, 8-8:30 p.m.; Sterling Products, Inc., Wheeling, W. Va., (cascarets), electric transcription; Beechnut Packing Co., Canajoharie, N. Y., "Chandu, the Magician."

WBBM, Chicago, reports the following new accounts: Standard Oil of Indiana, college football broadcasts, announced by Pat Flannagan, account handled by Stack-Goble, Inc.; John P. Canepa Co., Chicago, (Red Cross macaroni), musical program for 13 weeks, sports interviews, through Behel-Waldie agency; Pebeco, Inc., New York, (toothpaste) Art Gillham, "whispering pianist" daily, through U. S. Advertising Agency; Affiliated Products, Inc., Chicago, 26 semi-weekly transcriptions with Edna Wallace Hopper talks, Blackett-Sample-Hummert, Inc., Chicago; Charles Denby Cigar Co., Chicago, professional football games, through Mitchell, Faust, Dickson and Wieland agency, Chicago; American Bird Products Co., Chicago, morning broadcasts by Canary Chorus, through Weston-Bernett, Inc., Chicago.

REIMERS MEAT PRODUCTS, Green Bay, Wis., has renewed with WHBY, Green Bay, for broadcasts of all the Green Bay Packer's home football games, and the station for the second season has contracted with Quin Ryan, manager and ace sports announcer of WGN, Chicago, to broadcast the play-by-play.

THE DEISEL - WEMMER - GILBERT Corp., Detroit, (San Felice cigars) on Oct. 10 began featuring Bob Nolan, former stage and network star, in a twice weekly series staged in WJR, Detroit, and relayed on a special hook-up to WLW, Cincinnati, and WGAR, Cleveland.

KMOX, ST. LOUIS, Mo., reports the signing of two railroad contracts. The Missouri-Pacific, (St. Louis office) sponsors history talks with appropriate musical background at 10:30 nightly except Sunday; program began Sept. 26 to continue for 26 weeks; handled direct. The Missouri, Kansas and Texas Railroad (St. Louis office) also began a series of broadcasts on Sept. 26, to last 13 weeks; program broadcast nightly at 10 o'clock with talks by Harlan Eugene Read, noted author; program title, "Katy News express"; handled direct.

WGN, Chicago, reports the following new contracts: E. Fougera & Co., New York, (Vapex) daily weather reports (3-a-day) which began Oct. 3 continuing for 13 weeks, through N. W. Ayer & Son. A 52-week transcription program for the French Lick Springs (Ind.) Hotel began on Oct. 3; daily except Sunday; account handled by McJunkin Agency, Chicago. The Walgreen Drug Stores, Chicago, began sponsorship of Big Ten football games on Oct. 15, continuing through football season; handled direct.

INTERNATIONAL OIL Heating Co., Utica, N. Y., has been signed for a year's contract on KMOX, St. Louis, sponsoring an early morning program of mountain music. The program is part of the new policy of the station to maintain a continuous schedule for 20 out of 24 hours a day. KMOX goes on the air each morning at 5:30 o'clock.

THE NATIONAL VOICE, said to be the oldest prohibition weekly in America, has inaugurated a Sunday program on KGER, Long Beach, Cal. Miss Ethel Hubler, editor, will speak, and staff artists will furnish the musical part.

STERLING PRODUCTS, Inc., Wheeling, W. Va., (Cascarets) is sponsoring a new detective serial, "Inspector Stevens & Son of Scotland Yard" over KYW, Chicago, Tuesday, Wednesday and Thursday nights.

BIG TEN football games are broadcast each Saturday afternoon, beginning Oct. 8, over WMAQ, Chicago, under the sponsorship of Chesterfield Tailors, Inc., Chicago; series began Oct. 8; Erwin, Wasey & Co., Chicago, handled the account. Other new and renewed programs on WMAQ include the daytime series from Oct. 25 to Jan. 1 advertising the new "spread" of honey and butter made by the Wieland Honey and Butter Corp., of Chicago; well-known chefs from famous hostelries are to make brief talks; account handled by the Bisberne Advertising Agency, Chicago. Hinckley & Schmitt have renewed their contract, and increased their air schedule from once to twice weekly, 9:45 to 10 p.m., advertising Corinnis Spring Water; music by Jingle Joe and the Corinnis Water Boys Orchestra; Roche, Williams & Cunnyngham) handles the account. The Salodent Laboratories, St. Louis, Mo., (toothpaste) began 37 five-minute periods Oct. 7, continuing to Dec. 30; program entitled "Woman's Calendar"; McJunkin Agency handled the account. WMAQ also reports that 20 periods of 15 minutes each, have been set aside for the broadcasting of local political talks.

NETWORK ACCOUNTS

CENTAUR Co., New York, (Fletcher's Castoria) started "Pages of Romance" on NBC-WJZ network Oct. 2 for 13 weeks, Sunday, 5:30-6 p.m., EST. Program will also be heard Tuesday and Saturday, 11:30-11:45 a.m., PST, over KGO, KFI and KFSD as part of the Radio Household Institute. Young & Rubicam, New York, handles the account.

CANADA DRY Ginger Ale, Inc., New York, on Oct. 30 starts Jack Benny and orchestra on basic CBS network, together with Montreal, Toronto, Minneapolis and Atlantic City stations, Sunday, 10-10:30 p.m., and Thursday, 8:15-8:45 p.m., EST. N. W. Ayer & Son, Inc., New York, handles the account.

WILLIAM WRIGLEY Jr. Co., Chicago, (chewing gum) on Oct. 4 began a 13-week series of bridge and fashion talks by Mrs. Ely Culbertson and guest fashion authorities, Tuesday, 4-4:30 p.m., EST, over an NBC network comprising WEAF, WTAG, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WMAQ, WOC-WHO, WOW, WDAF and WCKY. Frances Hooper Agency, Chicago, handles the account.

SMITH BROTHERS, Poughkeepsie, N. Y., (cough drops and cough syrup) on Nov. 13 will begin a 20-week series featuring "Trade and Mark," Bill Hillpot and Scrappy Lambert, with Nat Shilkret and orchestra, Sunday, 9:15-9:30 p.m., EST, over an NBC network comprising WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WJR, KYW, KWK, WREN, KOIL and KWCR. Hamman, Tarcher & Sheldon, New York, handles the account.

CORN PRODUCTS Refining Co., New York, (Linit) resumes Fred Allen's Bath Club Revue on 57 CBS stations Oct. 23 for 26 weeks, Sunday, 9-9:30 p.m., EST. E. W. Hellwig Co., New York, handles the account.

ALBERS BROTHERS Milling Co., Seattle, (Carnation cereals) on Oct. 10 started daily broadcasts on NBC Orange network, inaugurating its fall campaign. Erwin, Wasey & Co., Seattle, handles the account.

SHU-RE-NU Co., Boston, (shoe-polish) on Oct. 2 started a series of 13 programs, featuring novelty orchestra, Wednesday, 8:30-8:45 p.m., over 5 New England Network stations. Broadcast Advertising, Boston, and Chambers & Wiswell Co., Boston, handle the account.

ELGIN NATIONAL WATCH Co., Chicago, on Oct. 14 started an 11-week schedule of the "Elgin Adventure Club," Friday, 10:30-10:45 p.m., EST, over the basic NBC-WEAF network, with the NW, SE, SC, SW Mountain and KGO networks added; also KFSD and KTAR. Lord & Thomas, Chicago, handles the account.

NBC Chicago office announces that Armour & Co., Chicago, (meat packers) on July 29 renewed its "Armour Program," with orchestra under Leroy Shield and East and Dumke, for 52 weeks, heard Friday, 9:30-10 p.m., EST, over special NBC-WJZ network; also that Colgate Palmolive Peet Co., Chicago, (Super-Suds) on Aug. 1 renewed its "Clara, Lu 'n' Em" comedy sketches, daily except Saturday and Sunday, 10:15-10:30 a.m., over basic NBC-WJZ and supplementary groups. Former account is handled by N. W. Ayer & Son, Chicago, and latter by Lord & Thomas, Chicago.

CHANGES in NBC accounts previously reported in this department: Ocean Steamship Company's "Savannah Liners Program" started Oct. 11 instead of Oct. 4 and will run for 52 weeks on selected NBC-WJZ networks; Carnation Milk Company's "Contented Program" on Oct. 31 changes its broadcast period from Mondays, 8-8:30 p.m., to Mondays, 9:30-10 p.m.; Sterling Products, Inc., started its "Girl Who Lives Next Door" on Oct. 4 instead of Sept. 27 over NBC-WEAF network.

Nine Points Well Heeded

A CHECK LIST of "essential requirements" for commercial credits, containing nine points it would be well to heed, concluded the talk given by Roy C. Witmer, NBC vice president in charge of sales, before the 1932 convention of the Advertisers Federation of America, full text of which has been made available by NBC in the latest of its series of Little Books on Broadcasting. The talk on "Applying the Singularities of Radio," it will be recalled, predicted price-quoting in network programs, the ban on which was lifted recently. Although these nine points were published in our story on the convention, they are here republished because of their value to stations, agencies and advertisers:

1. If straight commercial announcements are used, do they give the listener some interesting and worthwhile information about the product?

2. Do they tell the story in a pleasant manner?

3. Are they positive, or do they have a tendency to belittle a competitor's story?

4. Do they ring absolutely true?

5. If you were actually calling on the listeners personally, would the same story be used in the same way?

6. Are they sufficiently untechnical, so that the layman understands and is interested?

7. Are they in good taste? Human nature does not like to hear or discuss disagreeable things unless compelled to.

8. Does the commercial part of the program harmonize in spirit and tone with the rest of the program?

9. Is the result of the foregoing checking, a program, or a program "with" commercial credits? It should be a program full of entertainment and interest from first to last.

Jolson is Signed

AL JOLSON will return to radio Nov. 18 as star of a new series over Friday night programs over the NBC-WEAF network sponsored by the Chevrolet Motor Car Co., division of General Motors. Programs will be titled "Big Six of the Air with Al Jolson" and will be heard from 10 to 10:30 p.m., EST.

Most Expensive Feature Carried Daily on WBBM

A DAILY series of airplane adventure stories, requiring an outlay, for talent and script alone, of $1,100 a week, is believed to be the most expensive program presented on a single station.

John F. Jelke and Co., Chicago, (oleomargarine and chocolatine) are sponsoring the 13-week series which began Sept. 26 over WBBM, Chicago. Sid Elstrom has the title role of "Captain Jack" and is assisted by Don Merryfield, Carl Boyer and Bruce Bradway. The adventure drama is directed by Ray Appleby and written by Bob Andrews.

Mike Editors

NEWSPAPER figures continue to be featured prominently on sponsored programs. In the wake of the engagement of Edwin C. Hill, noted NEW YORK SUN writer, to broadcast the LITERARY DIGEST poll over CBS, announcement was made that Dr. Miles Laboratories, Elkhart, Ind. (Elka Seltzer) on Oct. 16 would begin featuring Frederick Landis, noted Indiana newspaper paragrapher, and brother of Judge Kenesaw Mountain Landis, in the weekly "Hoosier Editor" series over CBS. Reid, Murdock & Co., Chicago (Monarch brand foods) on Oct. 2 began presenting Charles J. Gilchrest, radio editor of the CHICAGO DAILY NEWS, in its Sunday NBC-WJZ program, giving "Closeups of Radio Stars."

AS A RESULT of her outstanding performance in "The Big Broadcast," Paramount has signed Kate Smith, La Palina's Swanee singer, as a featured player. She will start production in a few weeks on the picture in which she will have her first leading role.

GIVING AWAY TIME PROPERLY

Public Service Programs Pay Well in Popularizing Station, Thus Drawing Advertisers

By WILLIAM FAY
Manager, WHAM, Rochester

WE RECENTLY received an ornate certificate decorated with a large gold seal and blue ribbons together with letters requesting us to join a national club whose purpose is to reject all requests made by philanthropic bodies, social agencies and civic groups for free time on the air. Broadcasters, generally, have decried the fact that so many of these demands are made upon their time, but, while I agree that broadcasters are oftentimes the victims of imposters, I feel reasonably sure that the hard-boiled, near-sighted station manager who ignores worthy applications for public service is missing a good bet.

Recently, a lady, who had done social work in the Auburn State Prison, discovered a need in that institution for 800 pairs of earphones. After verifying the facts of the case, we gladly contributed our time and service in an effort to procure the headsets from the radio audience. Within six weeks our listeners had completely outfitted the prison so that each convict could have radio during his leisure hours in the cell. Enough headsets remained to provide the same service for the patients of a local sanitarium for tuberculosis.

Last week the mayor's committee of Rochester conceived the idea of broadcasting to all delinquent taxpayers (and there were plenty of them) an appeal to pay up. We invited the city comptroller to use our facilities for this purpose.

He went on the air and promised sympathetic treatment to those willing, but unable, to settle, and warned that unjustified delinquents would be dealt with summarily without respect or cooperation if their debts were not liquidated. Results exceeded expectations. The next morning the city treasurer's office was crowded with taxpayers.

For years we have had frequent requests from various creeds for time on the air. The demand for such service suggested to us a series of open forums conducted by a distinguished Catholic priest and a widely-known Protestant minister. This series continued over a period of weeks. We have had numerous evidences that the discussions created a very definite desire for religious tolerance and a better understanding of heretofore controversial subjects.

I have mentioned these three incidents to prove one point—that the broadcaster cannot afford to overlook the benefits derived from public services of this kind in his desire to place his station on a strictly commercial basis. Our local and national business for the months of July and August of this year, a year of rather trying conditions, has surpassed by far the business of those two months during any other year of the station's operation.

It is my contention that real constructive public service donated with an earnest desire to promote the good of the community that station serves has three-fold benefits: first, there is the personal satisfaction of the station owners; second, the listener's good will is assured, thus popularizing the station; third, advertisers insist on using the station which has won the good-will of its audience.

Radio Artists' Club

AN ORGANIZATION for male radio entertainers known as the Artists of the Air Club was formally opened Sept. 21 with a reception at the clubhouse, 38 E. Fifty-second Street, New York. Membership is restricted to men who have taken part in a regularly scheduled air feature. The club was primarily established for social purposes but will also serve as an employment clearing house for radio entertainers. Stanley Campbell is president of the club which is reported to have 300 members.

Proposes Music Pool

AID IN forming a music corporation for broadcasting is being solicited by Evan Georgeoff, head of a Cleveland music publishing house bearing his name, in a letter written to all NAB members, according to Philip G. Loucks, NAB managing director. He said Mr. Georgeoff had communicated with him and had been assured of a hearing on his proposal but that the details have not yet been submitted.

RCA Suit Deferred

DUE TO the illness of Federal Judge Neilds, the trial of the government's anti-trust suit against RCA and associated and affiliated companies, scheduled for Oct. 10 before the Federal District Court at Wilmington, Del., has been deferred until Nov. 15. It also is reported that, in the meantime, the parties will endeavor to settle some features of the suit out of court.

LOUIS J. CAVANAUGH, sales manager of WJR, Detroit, died Sept. 27 after a long illness at the age of 43.

COLUMBIA WHOLESALERS, INC.

L. L. ANDREWS, PRESIDENT AND TREASURER — DISTRIBUTORS — L. R. McDOWELL, VICE-PRESIDENT AND SECRETARY

1459 P STREET, N. W.
WASHINGTON, D. C.

PHILCO Balanced-Unit RADIO With Tone Control

October 8, 1932

NORGE WITH ROLLATOR

Station W M A L
712 11th Street, N.W.
Washington, D.C.

Gentlemen:

Attention: Mr. Baker

We have recently completed a check on the replies received over your station in response to the Philco Word Building Contest which we ran recently. The results from the five fifteen minute broadcasts over your station were certainly very surprising to us as we had not prepared ourselves to take care of anywheres near this much mail, and we were thoroughly convinced that the public, undoubtedly, do listen in and take interest in various contests offered over the air.

This contest, as you remember, was run in conjunction with a great number of our Philco dealers and the general results obtained by all were very satisfactory and, in many cases, quite surprising.

We appreciate the splendid cooperation given by you in regards to announcements, etc., and certainly expect to be able to do some business with you in the near future on other promotion schemes.

Yours very truly,

COLUMBIA WHOLESALERS, INC.

L. R. McDowell

LRMcD:MET

ROLLATORS ROLL FOR PROFIT

YOU'RE NEVER ALONE WITH A PHILCO TRANSITONE

COOPERATION=RESULTS

The Rule—Not the Exception—
When You Use

WMAL WASHINGTON D. C.

THE NATION'S CAPITAL STATION

• Your clients, too, will experience increased sales and increased distribution—if you place their radio campaigns over WMAL—Washington's Favorite Radio Station. WMAL's stable market of high purchasing power has not been seriously affected by the depression.

PEAK TIME NOW AVAILABLE

WMAL has Consistently Produced Results for Its Advertisers

Write for Market Data and Rates

Western Electric — BROADCAST REPRODUCERS — SYSTEM

WMAL soon severs its connection with CBS. This PEAK TIME AVAILABLE to National Advertisers.

XUM

A UNIQUE RADIO SITUATION IN

OMAHA

In the Omaha-Council Bluffs area KOIL is the favorite station of 63% of the total listeners. Few are the stations that can boast of such leadership.

This great popularity accounts for KOIL's amazing pulling power.

A large market with money to spend is Omaha-Council Bluffs. (Figures show retail trade now 90.4% normal.) Its only full-time station of 1000 watts or over is KOIL. Write for new low rates.

Affiliated with NBC's Blue Network

KOIL OMAHA

THE TEST STATION

"Voice of Barnsdall— the World's First Refiner"

COMMERCIAL DEPT., • OMAHA, NEB.

AGENCIES AND REPRESENTATIVES

KENYON-ADVERTISING, Inc., is the name of a new agency formed at Boston and headed by Alden H. Kenyon, formerly president of Dorrance, Kenyon & Co. Other officers are: John Hoar, treasurer; J. J. Tennyson, copy chief, and Dan Brown, Jr., head of the art department. Offices are at 8 Newberry Street.

BLACKETT - Sample - Hummert, Inc., and the Gardner Advertising Co. merged their New York offices on Oct. 1 and now function under the name of Blackett, Sample, Hummert & Gardner. Officers are: Herbert S. Gardner, chairman; E. Frank Hummert, president; William J. Moll, vice president; J. Glen Sample, secretary; Hill Blackett, treasurer and Dwight L. Monaco, assistant treasurer.

WILLIAM B. WAY, general manager of KVOO, Tulsa, announces the appointment of Free & Sleininger, Inc., Chicago, as Chicago and Middle West representatives of the station. Other stations represented by Free & Sleininger are WGR, WKBW, WGAR, WOC-WHO, WJR, WBAP, WTMJ, WMCA and WCAE.

CALIFORNIA Advertising Agency, Los Angeles, will handle radio campaign for Rocol, pharmaceutical manufactured by Medicoleum Corp., Los Angeles.

H. P. PETERS, for the last two years with the advertising department of the CHICAGO TRIBUNE, has recently become associated with Free & Sleininger, radio station representatives. Mr. Peters is a graduate of Amherst College, where he was a member of Chi Psi Fraternity and Cotillon Club. In his new connection, he will be in charge of sales promotion and station data research work.

THE ANNUAL convention of the Pacific Association of Advertising Agencies, held alternately at Del Monte and Santa Barbara in the fall, has been cancelled for 1932. A feature of the gathering has always been a radio round table discussion on current broadcast problems relating to agency activities. In place of the convention three one-day meetings have been called for late October at Los Angeles, San Francisco, and at a Northwest point, probably Seattle or Portland.

L. D. H. WELD, of McCann-Erickson, Inc., New York, has been appointed chairman of committee on research of the American Association of Advertising Agencies.

THE ENTIRE advertising account of Bauer & Black, Chicago manufacturers of surgical dressings and drug specialties, including Blue Jay Corn Plasters, Handi-Tape, Pal and Bike Athletic Supporters, and the Cotton Picker, has been awarded to Needham, Louis and Brorby, Inc., Chicago advertising agency, effective Jan. 1, 1933, according to announcement by C. K. Perkins, sales manager of Bauer & Black.

ARTHUR H. OGLE, merchandising manager and advertising director of Bauer & Black, Chicago, is to join Needham, Louis and Brorby, Inc., Chicago agency, as vice president and partner. Mr. Ogle was formerly managing director of the Association of National Advertisers and advertising manager of Wahl-Eversharp Co. He is a director of the A. N. A. and of the Audit Bureau of Circulations.

DAILEY PASKMAN & Associates, 230 Park Ave., New York, has been appointed exclusive New York sales representatives of WIP-WFAN, Philadelphia; WSYR, Syracuse, and KFDM, Beaumont, Tex.

CARTER GENEMOTOR Corp., Chicago, maker of a "B" battery eliminator for auto, airplane and motorboat radios, is now placing its advertising through Kirtland-Engel Co., 646 No. Michigan Blvd., Chicago. Other accounts now placed by this agency are Fem-Tex Products Co. (feminine hygiene products); Dr. Margaret Livingston Co. (medicinal products) and General Transformer Corp. (radio transformers).

EMIL BRISACHER and Staff, San Francisco office, will handle radio campaign in the west for Paraffine Companies, Inc., San Francisco, (Pabco paints, roofing material and floor coverings).

THE ADVERTISING account of Nahigian Brothers, Chicago, (Oriental rugs) has been awarded to Needham, Louis and Brorby, Inc., Chicago.

LEON LEVINGSTON agency, San Francisco, has started a radio campaign in the bay district for Olympian Oil Co., San Francisco, (Aladdin gasoline).

PROSPECTS

THE KOSTO Co., Chicago, (Kosto dessert) has appointed Ruthrauff & Ryan, Inc., Chicago, to handle its radio, newspaper and outdoor advertising campaign.

THE REISER Co., Inc., New York, (Venida hair nets, pins, etc.) will use radio and magazines in a new advertising campaign, for which it has appointed the Lawrence C. Gumbinner Agency, Chicago.

CLOSSET & DEVERS, 521 Pettygrove St., Portland, Ore., (Golden West coffee and tea) will make up lists during November, using radio with other media. Mac Wilkins is advertising manager. Advertising is placed by Mac Wilkins & Cole, Inc., 19th and Raleigh St., Portland. Annual appropriation is $75,000.

W. P. FULLER & Co., 301 Mission St., San Francisco, (paints, varnishes, lacquers, glass and wall paper) will make up lists during November, using radio with other media. Dana L. Fuller is advertising manager. Advertising is placed by McCann-Erickson, Inc., San Francisco. Annual appropriation is $200,000.

THE CLIMALENE Co., 1022 Ninth St., S.W., Canton, O., (Climalene and Bowlene) makes up lists during November, using radio with other media. Edward T. Caswall is advertising manager. W. S. Hill, Inc., Pittsburgh, handles the account. Annual appropriation is about $200,000.

G. W. VAN SLYKE & HORTON, 452 Clinton Ave., Albany, N. Y., (cigars) makes up lists during November, using radio with other media. John Herlihy is advertising manager. Moser, Cotins & Brown, Inc., Utica, N. Y., places the account.

YAKIMA VALLEY Peach Bureau, Yakima, Wash., through the Izzard Co., Seattle agency, will increase its appropriation for 1933. Expenditures for 1932 totalled $9,000. The group bands together shippings, growers and others for advertising campaign. Activities are confined to west and northwestern territory.

PINEAPPLE PRODUCERS' Cooperative Association, Ltd., San Francisco, has been conferring with the J. Walter Thompson Co. relative to a projected million dollar campaign via radio and the press. No details have been released, but it is understood this recently formed group of major packers will limit the current pack and attempt to stabilize the industry.

WILL ROGERS HOTEL Laboratories, Inc., Claremore, Okla., (Claremore Radium Water Crystals) will use radio and newspapers in an advertising campaign which it has appointed Don Watts-Advertising, Tulsa, to handle.

STATION NOTES

THE NEW 878-foot vertical radiator of the 50 kw. WSM, Nashville, reputed to be the highest on the American continent and possibly in the world, is well on the way to completion, and is expected to be in operation by Nov. 1. J. H. DeWitt, Jr., WSM chief engineer, is supervising the installation.

A COMPREHENSIVE folder, detailing facts and figures about the retail trade area covered by WKZO, Kalamazoo, Mich., has just been published by that station and is available to agencies and advertisers.

THE PRAIRIE FARMER, Chicago, celebrated the fourth anniversary of its ownership of WLS on Oct. 1. A special program was presented during the Saturday night barn dance. The celebration included the singing of songs by the same persons who sang them four years ago on the opening program.

NEARLY 4,000 visitors inspected the new Omaha studios of KFAB, Lincoln, Neb., during the first week they were open, following a dedication program which included a nationwide salute from CBS. The new studios have been acclaimed acoustically perfect by experts.

KFBI, Abilene, Kans., has issued a standard market data folder, bearing date of Oct. 1. The folder describes the Kansas market comprehensively and carries testimonials from commercial users of the station.

STROMBERG-CARLSON Co., operating WHAM, Rochester, on Oct. 4 began installation of its new 50 kw. transmitter, which it expects to have in operation with 25 kw. in March.

THE OHIO SCHOOL of the Air, pioneer radio educational institution, the air over WLW, Cincinnati, on opened its fourth consecutive year on Sept. 19.

RE-PLOT YOUR LISTENING AREAS!

The South's SUPER STATION *is Here*

W. S. M.

Now 50,000 *Watts*

Full Time . . . . Clear Channel

■ An ever increasing number of listeners are finding themselves suddenly and pleasantly enclosed within the regular strong signal zone of the new WSM.

■ A vast new market uncovered and available at an astonishingly low cost through radio's most powerful voice.

★ W.S.M.

Owned and Operated by

THE NATIONAL LIFE AND ACCIDENT INSURANCE CO.

PROGRAM NOTES

WMAZ, Macon, Ga., suggests as novel program stunt for a department store the broadcasting each morning of births during the past 24 hours and each evening of marriage licenses issued during the day.

KSL, Salt Lake City, on Oct. 6 inaugurated a series of 25 half hour weekly lectures by radio, supplemented by printed study guide and a final examination and requiring formal registration and fee, to be conducted by the University of Utah, which will give full senior college credit to those who qualify.

KFI, Los Angeles, has announced a series of three mystery dramas to run 13 weeks each in the form of a half hour weekly. Titles will be "The Commissioner's Daughter," "Marco Polo's Joss House" and "The Inner Circle." King Grayson and Winifred Rosser are announced as authors of all three series and the cast will continue through the year. They will be known as "The Shadow Hour Players."

HELD IN conjunction with the KMOX County Fair, a Saturday night feature of the St. Louis station, a Little Theater has been opened to present two shows each Saturday night in costume. A theater with seating capacity for 500 has been constructed in full view of one of the studios of the station. It is hoped that this method of personal appearances will allow for closer interest between the listener and the performers of the staff, according to Walter (Hank) Richards, program-production manager.

"I LOVE a Parade" will caption a new weekly sustaining program at KHJ, Los Angeles. One of the new sound effects will be the rhythmic approach of one band as another passes in the distance. Raymond Paige, music director, will conduct the feature.

WMBD, Peoria, is devoting a quarter-hour once a week to public interviews of public officials. A member of the local Rotary Club, which sponsors the program, conducts the interviews. City, county and state officials are invited to the studio and asked questions concerning the offices they hold. Questions are being solicited from the audience.

A NOVEL stunt to win listener-goodwill, was accomplished by WLS, Chicago, when announcements were made, by radio alone, of a tour of the city to be conducted by that station, for the benefit of feminine listeners. Two hundred forty-five women met at the station's studios, were served tea and cakes, and later were conducted on a tour of the 1933 World's Fair grounds and other points of interest in Chicago.

"THE RED DAWN," story of the Russian revolution, was put on by KTM, Los Angeles, the last week in September. Written by Edward Lynn, of the production staff, it marked the radio drama debut of Mrs. Wallace Reid, who took the female lead part. NBC, San Francisco, is doing a Willard Hall dramatization of Victor Hugo's "The Man Who Laughs" in serial form, with Cameron Prud'homme playing the lead.

"ENTERTAINING Our Guests" titles a twice weekly series of talks on hotel management and operation being given over WLW, Cincinnati, by Mrs. Lutye M. Sohngen, social director of the Hotel Gibson, Cincinnati.

A SERIES of talks on everyday law by professors of the Southwestern University Law School is a new feature just introduced on WMAL, Washington.

KYA, San Francisco, has begun a series of half-hour weekly programs by the Slavonic Alliance of California. Members of the society do the show.

WORKS of Texas composers, including David Guion, Oscar Fox, Annie Katherine Lively and Laurence Bolton the latter staff arranger, are being featured in a weekly program entitled "Our Texas Composers," over WFAA, Dallas.

AS A TIE-IN for its "Lone Indian" nightly serial, KFWB, Hollywood, has begun to distribute an Indian "Good Luck Charm" to listeners. It is a small beaded affair. Homer Grunn, composer of Indian music, was guest artist at a performance early in October. Robert Callahan, author of "The Heart of an Indian," announces the series which is sponsored by Walkers, a Los Angeles department store.

WBBM, Chicago, is carrying an unusual musical program from the main dining room of the Medinah Athletic Club, Chicago. An arabic theme predominates in the music and continuity, the latter being prepared by the R. W. Sayre Co., Chicago, Medinah's advertising agency. The program also features the Theremin, unique radio instrument, played by Elena Moneak, who directs the Medinah Concert Ensemble.

EQUIPMENT

THE NEW velocity microphone, known as the "ribbon" microphone, will be introduced by NBC at the first Metropolitan Grand Opera broadcast late in November. Developed by RCA-Victor Co., the microphone is said to be far ahead of the present standard mike in fidelity of sound production. The new instrument utilizes a sensitive ribbon of duralumin, instead of the diaphragm of the present types, according to O. B. Hanson, NBC manager of technical operations. This ribbon, two ten thousandths of an inch thick, vibrates exactly with the minute variations of air particles set in motion by the sound waves. Six of the microphones have been ordered by WGN, Chicago, according to Carl Meyers, chief engineer.

UNIVERSAL Microphone Co., Inglewood, Cal., has issued its 1933 catalog in the form of a 29-page booklet well illustrated with blueprints, charts and diagrams. The firm is said to be the largest organization in the world devoted solely to the manufacture of microphone products.

A BOOKLET explaining the "Frequency Measuring Service by RCA" has just been issued by RCA Communications, Inc.

Cantor is Back

AFTER an absence of nine months from the radio, during which he was largely occupied in Hollywood filming his latest picture, "The Kid from Spain," Eddie Cantor will return to the Chase & Sanborn Hour on NBC for an indefinite Sunday night schedule, beginning Oct. 30 at 8 p.m., EST. Georgie Price, who with George Jessel and Harry Richman, has been taking Cantor's place, will continue on the Chase & Sanborn tea program over CBS.

For Medical Advertising

ALTHOUGH adhering to the code that refuses to allow individual doctors to advertise, the Illinois State Medical Society has gone on record as favoring paid advertising by state or county medical societies. It is endorsed not only as being entirely ethical but as a means of educating the public on medical problems.

385 minutes of broadcasting on WLS produced 46,925 requests for a free seed catalog. This remarkable showing for a seed company is still another proof of the responsiveness of the WLS audience.

This is why WLS should be most carefully considered in the preparation or contemplation of any merchandising and advertising plan designed to reach the rich mid-west agricultural trade area.

50,000 WATTS — WLS — 870 KILOCYCLES

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

Main Studios and Offices: 1230 W. Washington Blvd., Chicago

WOR Amplifying System Proves Paying Sideline

THE PUBLIC address system business recently developed by WOR, Newark, is proving to be a lucrative source of additional income. According to Jack Poppele, WOR chief engineer, who supervises the public address work, the station has an average of one public address system contract a day. Rentals average $100 to $500 apiece, he said.

The WOR public address apparatus is largely used by political and social clubs at rallies. At times, the equipment is rented together with time on WOR. The station supplies its own operators and also staff announcers and talent when requested. Several jobs can be handled simultaneously. In addition to renting the amplifying apparatus, the WOR engineering staff also makes permanent installations.

This phase of WOR's activity is handled entirely by the engineering staff even to the point of obtaining contracts.

Radio Star Poll Started By Springfield Sponsor

TAKING its cue from the current LITERARY DIGEST presidential poll, the United-American Bosch Corp., Springfield, Mass., (radio receivers) has undertaken a nation-wide radio star popularity poll to determine the country's seven leading radio stars. The ballots will be distributed through newspapers, radio stations and stores in a comprehensive tie-in with the company's advertising campaign, which is handled by Cecil, Warwick & Cecil, New York agency.

The balloting begins Oct. 16 and ends at midnight Dec. 4, and the company proposes to conduct it annually. Ninety-three prizes totalling $10,000 are also to be offered to the public as part of the merchandising tie-in. The stars are to be grouped in the following classifications: announcer, comedian, dramatic actor or actress, instrumentalist, orchestra leader, singer and general performer. Voters may express their preference in each classification.

Clear All Wires

A THINLY veiled satire on the war-radio experiences of Floyd Gibbons is one of Broadway's current stage successes. Produced by Herman Shumlin, its title is "Clear All Wires" and is based on a Chicago newspaper correspondent's experiences in Russia. Bella and Samuel Spewack are the authors. The stage cast was featured in a special radio adaptation of the play over the NBC-WEAF network Oct. 2.

Inquiry Into Advertising Costs Started by Group

FOLLOWING a series of conversations between advertisers, publishers and advertising agencies concerning their joint interest in all factors relating to the cost of advertising, a program of investigation of certain of these factors has been formulated. A joint committee to direct this investigation has been formed, consisting of R. R. Deupree, president, Procter & Gamble Co., representing advertisers, Lee W. Maxwell, president, Crowell Publishing Co., representing publishers, and A. W. Erickson, chairman of the board, McCann-Erickson, Inc., representing advertising agencies.

This committee has appointed James W. Young, professor of Business History in the School of Business, University of Chicago, to make an independent, impartial investigation and report on the subjects under consideration. Mr. Young's first study will be of advertising agency compensation.

Display Calls

CALL LETTER name plates, heretofore largely confined to microphone stands in use at broadcast stations and for news-reel cameras, will hereafter be used on all microphone stands manufactured by the Universal Microphone Co., Inglewood, Cal. It is expected that amateurs, public address systems, remote control points and others will generally use the call letters on their stands.

TECHNICIANS AT MADRID—A group of engineers and technical advisors with the American delegation at the International Radio Conference now in session at the Spanish capital. Left to right they are H. G. Walls, Department of Commerce; Loyd A. Briggs, RCA Communications, Inc.; Dr. J. H. Dellinger, Bureau of Standards; Col. Samuel Reber, RCA, and W. G. H. Finch, American Radio News Corp.

XER Gets 500 kw. Grant

(Continued from page 6)

away, might also suffer, the degree of interference depending upon the geographical separation. Since the channels proposed to be used do not have the 10 kc. separation deemed necessary and since they virtually would be preempted, engineers said that the allocations are scientifically wrong and defy all engineering standards.

Other Stations Affected

STATIONS 15 kilocycles away from the 655 kc. channel include KFI, Los Angeles, with 50 kw., WOI, Ames, Ia., with 5 kw. experimental daytime and WAIU, Columbus, O., with 500 watts, limited time, all on 640 kc. and on 670 kc., WMAQ, Chicago, with 5 kw. Fifteen kilocycles away from the 735 kc. channel are WGN, Chicago, on 720 kc. with 25 kw., and WJR, Detroit on 750 kc. with 10 kw.

Antiquated receivers in the areas close to these adjacent channels may be blanketed by the strengthened XER, in the opinion of engineers. Modern sets of good selectivity, however, they felt, will not be affected on the 15 kc. line under ordinary conditions.

Immediately following the disclosure of the Mexican action, informal notification was sent to the American delegation attending the International Radio Conference now in session at Madrid. Mexico is not a party to the agreement between the United States and Canada, modified last May, by which these two nations arrange the distribution of broadcasting waves to avoid interference.

Mexico Suggests Settlement

THE MEXICAN delegation at Madrid, however, at the very outset of the conference, Sept. 3, made overtures to the American delegation regarding an amicable settlement of their allocation controversies. Mexico has been preempting channels more or less indiscriminately, because it is not bound by any agreement, usually assigning stations to channels in between those used by American and Canadian stations.

Whether the Madrid conference will consider the latest Mexican move with regard to XER, of course, is problematical. In any event, it is regarded as certain that diplomatic negotiations between the United States and Mexico will take place. It was recalled that the State Department caused a furore by communicating with the Mexican authorities after the Brinkley station had been licensed and that Brinkley subsequently was reported to have divested himself of his stock ownership, presumably through a phantom company. Last February, Senator Dill (Dem.) of Washington, introduced a resolution calling for an inquiry into the North American wave length situation, with particular reference to Mexico.

Tax is Tripled

THE ORDER granting XER the new authority was signed by Miguel M. Acosta, Minister of Communications and Public Works. It specifies that the station must pay a daily tax of about $15 (35 pesos) while using 500 kw., as compared to its present rate of about $5 (11.50 pesos). The order specified that the 735 and 655 kc. channels should be used. It bore date of Aug. 18, but it was not revealed publicly until its discovery in Washington in the form of a diplomatic communication.

It is believed that W. E. Branch, engineer of Fort Worth, Tex., who installed the 75 kw. XER, will direct its projected increased output. Whether a new transmitter will be installed, or whether stages will be added to the present unit is not known.

Retail Advertising

(Continued from page 5)

supreme disregard for any logic, the next minute they infer that they are working for some little feed store and do all their buying at the five and dime stores.

We haven't done this program really well yet, but it is beginning to demonstrate to us that the public wants to find out the facts about business in sugar-coated pills, that the public wants to be told with a laugh rather than a sob about the particular merits of any business.

If a man can chuckle over the chatter of a couple of colored boys trying to run up huge bills in a store where no one, from the President to the last office boy, can say "charge it" for so much as five cents worth of merchandise, it's more likely to make him remember the cash policy than any amount of solemn mouthing about the great virtues of staying solvent on a cash basis.

MODERNIZED

The TESTED SPOT for TEST PROGRAMS

THE MIDDLE-WEST'S OUTSTANDING BROADCASTING STATION

KMBC

A KEY STATION OF COLUMBIA BROADCASTING SYSTEM.

To give the Advertiser MAXIMUM COVERAGE, from New Western Electric Dynamic Microphones to the Newest Accomplishment of the Bell Laboratories in Broadcast Transmitters, KMBC Equipment is Modernized.

To give the Advertiser MAXIMUM CIRCULATION, from Creation and Production of Programs to the Effective Merchandising Thereof, KMBC is Departmentally Modernized.

KMBC of KANSAS CITY

Court Gets Knotty Broadcast Appeals

Novel Legal Problems Raised By KGMP and KICK

A PAIR of novel legal problems involving broadcasting stations appeared in radio litigation during the last fortnight. One concerns the Radio Commission's revocation of last July of the license of KGMP, Elk City, Okla., and an appeal to the Court of Appeals of the District of Columbia by a person to whom the license of the station was to have been voluntarily assigned. The other has to do with KICK, which recently was authorized to move from Red Oak to Carter Lake, Ia., and which in fact has moved, only to have the appellate court issue a stay order restraining the Commission from making its decision effective.

In the KGMP case, D. R. Wallace, who had operated the station since March 28, 1931, although without a license from the Commission, appealed. The station was licensed by the Commission to Homer F. Bryant, of Elk City, who apparently sold his interest to Mr. Wallace without Commission approval, which was one of the grounds for the Commission's deletion order. In seeking dismissal of the appeal, the Commission contends that under Section 16 of the Radio Act there is no appeal afforded Mr. Wallace since he was not a licensee or an applicant.

In the KICK case, the Court of Appeals refused to vacate the stay order which it issued several weeks ago on motion of the station. The order was procured by WOW and WAAW, Omaha, and KOIL, Council Bluffs, Ia., through their counsel, George S. Smith of Washington. Since KICK already had moved, the Commission has authorized it to remain silent until "such time as the Court of Appeals vacates its stay order or further disposition is made of the issues involved."

Case of WNJ

ON OCT. 3, the court heard oral arguments on the appeal of WNJ, Newark, N. J., from the decision ordering its deletion with assignment of its time to WHOM, Jersey City. The station is operating under a stay order. George Strong, counsel for the appellant, said the case involves a determination of which of two communities is entitled to the service, but Duke M. Patrick, Commission general counsel, declared that the stations covered the same geographical area. He said the Commission had dedecided upon the deletion of WNJ as inferior to WHOM in public service. George S. Smith appeared in behalf of WHOM, as intervenor.

In lieu of oral arguments, the case of L. J. Beebe, who had appealed from a decision removing WMBA, Newport, R. I., from the air was presented Oct. 3 by brief. John M. Littlepage, of Washington, submitted the appellant's brief, and Mr. Patrick and Fanney Neyman, acting assistant general counsel, the Commission's.

"ON THE SPOT"

●

with local talent

Apologies to Scott Howe Bowen, Inc. They took the words right out of our mouths. "Look what you get: An audience already created. A program known to be a success. What better way to the hearts of home-town folks than through home-town boys and girls they know and like."

Today WCLO is producing and presenting sixteen sustaining feature programs successfully competing with the thirty-nine most popular chain programs on the air. A telephone survey (first of its kind) contacting over 6000 homes in sixty cities and towns proves this. Send for your free copy.

ONE WCLO program runs neck and neck with "Amos 'n' Andy" for first place in popularity. Several thousand women think our story hour man is best on air. WCLO has largest children's hour in Wisconsin outside of Milwaukee. Seven thousand members. WCLO Mystery Players top Eno Crime Club in popularity. WCLO Minstrels run neck and neck with WENR for popularity.

We could go on but space in this publication knows no depression. Write if you want facts and figures about Wisconsin's richest dairy center. 240,000 peopled market.

WCLO Latest Western Electric Transmitter

JANESVILLE, WISCONSIN

"THE NATIONAL ADVERTISERS' PROVING GROUND"

A MODERN TRANSMITTER IS NO GUARANTEE OF A DISTORTION-FREE SIGNAL

▼

■ Even well designed modern transmitters are capable of serious modulation distortion if some simple maladjustment—wrong value of grid bias, for instance—occurs. Modulation distortion becomes a particularly flagrant difficulty as the percentage of modulation is pushed closer and closer toward 100%. Asymmetry of the carrier modulation (i.e. unequal percentage modulation on positive and negative peaks) is only one of these troubles.

■ Protection against modulation troubles is best secured through a daily routine check on the transmitter with a General Radio modulation meter. This instrument not only measures percentage modulation on both positive and negative peaks, but it can show shifts of the average amplitude of the carrier during modulation and non-linearity of the modulation system. It operates from power picked up in the antenna circuit and its indications are, therefore, independent of conditions within the transmitter.

■ A useful auxiliary, the distortion-factor meter, makes it possible to measure the amount of distortion occurring in the entire transmitter from speech circuit to antenna.

■

Write for more data on our method of checking transmitter distortion.

OTHER INSTRUMENTS
By General Radio

Frequency Monitor
Volume Indicator
Volume Controls
Audio Transformers
Distortion Meter
Piezo-Electric Quartz Crystals

GENERAL RADIO CO.

INSTRUMENTS OF PRECISION AND DEPENDABILITY

CAMBRIDGE A, MASSACHUSETTS

Continental Wave Tangle

(Continued from page 6)

than formal representations to the Mexican government that serious interference will be caused by the proposed station to United States stations. The results have not been satisfactory as may be witnessed both by the number of new stations authorized to be constructed and by the number of power increases for stations already in existence.

Cater to U. S. Clients

GLANCING over a recent bulletin issued by the Department of Commerce we see that there are 41 stations operating in Mexico with varying powers up to 75 kw. The latest information adds to these, a station of 150 kw. and one of 500 kw. which I have previously mentioned, both of which are located as close as they could possibly get to the northern border. It is undisputed that the primary purpose for the establishment of these super-power stations is to serve a United States audience and so to cater to United States advertisers.

Assignments to stations in Mexico are not now based on any definite engineering plan. Stations have been permitted to operate where presumably they will cause the least domestic interference and as a result they are scattered somewhat indiscriminately throughout the broadcast band. The failure to allocate stations scientifically together with the resultant probability of interference with our stations has tended to foster the plans of disgruntled American broadcasters, who having lost the privilege of operating a station in this country, are anxious to regain their footing in Mexico. These facts show the urgent need for a constructive solution to a pressing problem.

What that solution should be is the present task of the Federal Radio Commission and of the State Department. It suffices to say that the basis for any permanent solution must comply with the highest engineering standards—which are our own—and that it must include not only Mexico but every nation on the North American continent or adjoining thereto. It must give adequate consideration to the needs of Mexico and Canada, of Cuba and Newfoundland as extracted from a formula comprising the elements of area and population as well as giving weight to certain rights of priority. It also appears to be unquestioned that the eventual solution rests in providing additional broadcasting facilities for the use of these countries. Such facilities can be provided only by extending the present broadcast band or by a surrender of facilities now used in the United States. A step in the former direction may possibly be taken by our delegates to the International Radio Telegraph Conference in Madrid. A step in the latter direction has already been taken by virtue of the agreement entered into between the United States and Canada last May.

Much has been said both in favor of and against this agreement which consisted merely of an exchange of notes between the Canadian Minister at Washington and the Acting Secretary of State. It was never ratified by the Senate and the necessity for such a procedure has been denied by the State Department on the ground that it is merely a *modus vivendi*, a temporary or working arrangement made in order to bridge over a difficulty pending a permanent settlement. The President, through his Secretary of State, has in the past entered into other agreements of the same general character but the matter of their validity has never been definitely determined by the courts. For instance, this type of agreement was made to enable American fishermen to exercise certain fishing privileges within British territorial waters prior to the final adjustment by arbitration of the controversy concerning the North Atlantic Coast Fisheries.

Apart from any question as to the validity of the Canadian agreement or the scope or duration or interpretation of its provisions, such an acknowledgment might be in fact regarded by Canada as an authoritative admission on the part of the United States touching the reasonableness of the Canadian claim to additional broadcasting facilities. Mexico may also regard it as an admission of similar effect so far as its rights are concerned. Under the Federal Constitution there appears to be no way in which to deter an executive department or official from giving expression to a view as to a policy or law, which regardless of the form it assumes may present a grave obstacle when in the course of subsequent treaty negotiations the United States Government deems it expedient to pursue a different course.

Our Position Weakened

FOR THAT reason it is difficult to approve the practice of an Executive Department whereby it agrees, without the consent of the Senate, to an understanding and declaration of great importance to the people of this country. The influence and position of the United States in any forthcoming conference is to a large extent negatived by such action which can scarcely be considered advantageous to the general public or to those persons who have invested large sums of money in the broadcasting industry. Our position seems to be particularly weakened with respect to Mexico, which although smaller in total territory has a larger settled area than Canada and nearly twice its population. What the claims of Mexico are or will be, it is difficult to say. They may be modest or they may be extravagant but it is certain that the present United States policy of regional isolation, as applied to broadcasting, must be abandoned. In this way alone can a permanent solution to the problem be reached.

TRANSRECEIVER—New 22 lb. portable unit for transmitting and receiving on 5 meters with one-half watt power developed by RCA Victor Co., well adaptable for use in relaying broadcast programs or emergency messages from afield.

Action on License Plan Awaits Return of Sykes

ACTION on the resolution of Acting Chairman Harold A. Lafount, of the Radio Commission, proposing issuance of broadcasting licenses for one year instead of six months, was deferred by the Radio Commission Oct. 7, pending the return of Vice Chairman E. O. Sykes, now in Madrid as chairman of the American delegation to the International Radio Conference.

Mr. Lafount's proposal, submitted Sept. 30, also includes recommendations for extending licenses of commercial stations from one to two years and of amateur stations from one to three years.

Making Recordings

NATIONAL Sound Studios in the National Press Building, Washington, is making aluminum disk recordings of talks by members of President Hoover's cabinet and other prominent national personages for the Fairchild-Wood Visaphone Corp., which is producing the Visaphone, a device using films and sound for still pictures for lecture purposes. Carl H. Butman, former secretary of the Radio Commission, is president of National Sound Studios.

N.A.B. CONVENTION IN ST. LOUIS

Next November

Headquarters - THE HOTEL CHASE

Convenient to all things of principal interest—Its location at Lindell and Kingshighway Boulevards, opposite Forest Park, appeals to visitors—Delightful surroundings.

HOME OF RADIO STATION KWK

The only Hotel in St. Louis with nationwide radio affiliation.

Location, rooms, food, service, facilities, "atmosphere" and a sincere desire to serve you well at sensible prices is our promise.

Rates for one, $3 to $5 per day
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K·F·H
Wichita, Kansas

SELLS
A Vast, Rich Area
THOROUGHLY ECONOMICALLY PROFITABLY

And is the Only Station Within the Radius of One Hundred Miles

COMPLETE SALES AND MERCHANDISING SERVICE TO ADVERTISERS

Facts About Transcriptions

(*Continued from page 7*)

shipped to the stations contracted.

Now all this is quite different from the usual phonographic record procedure in which many "mothers" are made from the master, many stampers from a "mother", and great quantities of final pressings from each stamper. Sound Studios strictly limits the numbers of pressings made from each stamper, thus insuring quality. And, of course since the number of broadcasting stations is limited the total number of disks never exceeds about 150.

Further Tests at WOR

WHEN they arrive at WOR the disks are played about four or five times to even the grooves and make the playing absolutely smooth. Then they are tested for frequency range and accuracy. The turntables at WOR are as constant in speed as those at the Sound Studios, assuring identical playing. But just to be absolutely sure, we test the disks against a fine piano which is itself tuned twice a week. The high notes of the disk are compared to those of the piano. The same with the lows.

The disks are played in a room whose temperature is kept absolutely uniform to prevent contractions or expansions of disks. In playing the disks we have the proper cues indicating the results of the stop-watch measurements made at the original recording. Two sets of time are kept, starting and playing. Thus the disks are so matched that they fade into each other perfectly. I defy anyone to tell where the disks are changed in the Chevrolet program, which by the way, is a Sound Studios of New York product.

There are in the country many recording companies. Only a handful do fine work. The others we discourage not only because their products are unworthy of being broadcast, but also because they create for the really fine organizations a bad reputation which they do not deserve.

As to Disk Announcements

I SHOULD like also to dispel the erroneous impression that electrical transcriptions must be announced as such because they are inferior to direct broadcasts. The reason for this announcement is to insure against the infringement of copyright laws, which might otherwise be evaded by the malicious or unknowing.

Some advocates of the direct broadcast speak of the transcriptions as canned music as contrasted to flesh and blood performances. The direct broadcast is not flesh and blood any more than the recorded. In each case the sound is transformed at the microphone into electrical energy and does not reappear again as sound until it reaches the loud speaker in your home. And, since the same microphones and amplifiers are used in each case, the electrical counter parts of the sound are identical.

This brings up the point of broadcasting disks. Electrical transcriptions are not played in a phonograph, in front of whose sound box is placed a microphone. And here again is a divergence from former phonograph record practice.

Let's listen to electrical transcriptions with our ears, and not become prejudiced by wild imaginings, past mediocricy or unfounded theories. Let us judge electrical transcriptions by the finest examples, which, fortunately, may be heard from the country's foremost stations.

Re Rule 145

THE TERMS of Rule 145, requiring all stations to maintain frequency within 50 cycles, will not be extended in the case of stations which already have installed approved monitors but which have not obtained satisfactory checks of the calibration, the Radio Commission announced Oct. 11. "All stations in this class," the announcement said, "should proceed immediately to obtain the necessary check. This must be done before it can be considered that the frequency monitor is in all details operating according to the requirements of Rule 144. However, if an approved monitor is installed and due diligence is being exercised in obtaining a check and the required calibration, Rule 145 may be considered satisfied."

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

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IF YOU have a message for national advertisers, dealing with your market, coverage, audience, responsiveness, talent, programs or service, we think we know just where you can present it to best advantage.

National advertising executives, including the men in charge of radio as well as all other phases of advertising, are keenly interested in ADVERTISING AGE. It's the only advertising newspaper, covers the entire national advertising field thoroughly, and supplies a weekly news service that has never before been approached in this field.

Broadcasting is given plenty of emphasis. Important news developments affecting the use of radio by advertisers are constantly reported, from the viewpoint of the advertiser. More news on this subject appears in ADVERTISING AGE than in any other general advertising publication.

The newspaper format of ADVERTISING AGE offers opportunity for magnificent display. Its five-column by fifteen-inch page, and its newspaper make-up insure maximum visibility for every advertisement, regardless of size. You can get attention and reader interest in ADVERTISING AGE!

Your story needs broadcasting to the entire national advertising field. Here's the publication with the power to reach and the reader interest to influence the men you are most interested in. Send for rate-card and copy of current issue, if you aren't already familiar with the National Newspaper of Advertising.

Advertising Age

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ACTIONS OF THE
FEDERAL RADIO COMMISSION
SEPTEMBER 30 TO OCTOBER 14 INCLUSIVE

Applications . . .

OCTOBER 1

WFBG, Altoona, Pa.—Voluntary assignment of license to The Gable Broadcasting Co.

NEW, Lansing, Mich.—Lansing Broadcasting Co. for CP to use 1210 kc., 100 w., unlimited hours.

KRLD, Dallas, Tex.—Special authorization to use unlimited day hours experimentally, share night hours with KTHS amended to request six hours D.; share night with KTHS.

WHET, Troy, Ala.—License to cover CP issued 5-24-32 for new station on 1210 kc., 100 w., D.

KMBC, Kansas City, Mo.—Modification of license to use old transmitter as auxiliary transmitter.

WHA, Madison, Wis.—Modification of CP issued 5-13-32 to extend date of completion to 11-13-32.

NEW, Juneau, Alaska—Juneau Broadcasting Co. for CP resubmitted to request 1310 kc., 100 w., unlimited hours.

KRKD, Los Angeles—CP to move transmitter locally to KFSG's transmitter location.

OCTOBER 4

WCGU, Brooklyn, N. Y.—License to cover CP issued 8-2-32 change location of transmitter.

WHAS, Louisville—Determine power by direct antenna measurement; also license to cover CP issued 11-17-31 for 25 kw. transmitter.

KOCW, Chickasha, Okla.—Voluntary assignment of license to J. T. Griffin.

WSM, Nashville, Tenn.—License to cover old WE transmitter as auxiliary at former location.

WROL, Knoxville, Tenn.—Modification of CP to request changes in equipment and extension of completion and commencement dates.

Application returned: WEAO, Columbus, O.—Authority to use former main transmitter as auxiliary.

OCTOBER 5

WESG, Ithaca, N. Y.—Modification of license to change location of main studio to Elmira, N. Y.

WJAY, Cleveland—Modification of license to change frequency, power and hours from 610 kc., 500 w., D., to 590 kc., 250 w., night, 500 w. day, unlimited hours.

WEHC, Emory, Va.—CP to move transmitter and studio to Charlottesville, Va., amended to give exact location of transmitter as two miles from business center of Charlottesville.

NEW, Lancaster, Pa.—Lancaster Broadcasting Service, Inc., for CP to use 1230 kc., 500 w., D.

WWL, New Orleans—License to cover CP issued 12-4-31 change location and increase power.

KSO, Des Moines—Modification of CP issued 9-30-32 to give exact location of transmitter and studio as 715 Locust St., Des Moines, changes in equipment.

WHBY, Green Bay, Wis.—Voluntary assignment of license to WHBY, Inc.

KREG, Santa Ana, Cal.—Voluntary assignment of license to The Voice of the Orange Empire, Inc., Ltd.

WPRO-WPAW, Providence, R. I.—CP to move transmitter to near Graystone, R. I., change frequency and power from 1210 kc., 100 w., to 630 kc., 250 w.; amended to request 1260 kc. instead of 630 kc. and change in antenna system.

OCTOBER 6

NEW, Middle Village, N. Y.—Edwin Drillings for CP to use 1500 kc., 100 w., share with WWRL, WMIL and WMBQ, resubmitted changing street address of transmitter location and to request facilities formerly used by WLBX, Long Island City, N. Y.

WKBZ, Ludington, Mich.—License to cover CP issued 5-27-32 for changes in equipment and increase power from 50 to 100 w.

WILL, Urbana, Ill.—Special authorization to increase operating power from 250 w. night, 500 w. day to 500 w. night experimentally, and 1 kw. day; requests facilities of WKBS, Galesburg, Ill., terms of 0.2 quota units.

KUMA, Yuma, Ariz.—Modification of license for change in specified hours of operation.

KGFL, Santa Fe, N. M.—Modification of CP issued 5-17-32 to extend date of completion to 11-17-32.

KIDW, Lamar, Col.—Voluntary assignment of license to the Lamar Broadcasting Co.

OCTOBER 8

WSVS, Buffalo, N. Y.—License to cover CP issued 6-7-32 for new equipment.

WLBW, Erie, Pa.—Modification of CP issued 8-23-32 to move station to Erie, Pa., gives exact transmitter location, change location of main studio and extend date of completion.

NEW, New Philadelphia, O.—The WNPD Company for CP to use 850 kc., 50 w., D. (9 a.m. to local sunset).

KGCX, Wolf Point, Montana—Modification of license for change in specified hours of operation.

KDYL, Salt Lake City, Utah—Modification of license to change frequency from 1290 kc. to 780 kc.; requests facilities of KELW, Burbank, Cal., and KTM, Los Angeles.

NEW, Watsontown, Pa.—Visual Radio Corporation for CP, amended to change location from Steel Pier, Atlantic City, N. J., to Watsontown, Pa. Experimental visual broadcasting station.

OCTOBER 11

WRC, Washington—CP to make changes in auxiliary transmitter.

WGLC, Glens Falls, N. Y.—CP to move station to Hudson Falls, N. Y., and install new equipment, amended as to equipment and increase in operating power from 50 w. to 50 w. night, 100 w. day.

NEW, Cincinnati—The Building Industries Broadcasting Co. for CP to use 900 kc., 250 w., D.; this application supersedes application 2-P-B-2659 filed in name of The Building Industries Exhibit, Inc.

WAMC, Anniston, Ala.—Install automatic frequency control.

KOB, Alburquerque, N. M.—License to cover CP issued 8-5-32 for change location from State College, N. M., change equipment and decrease operating power from 20 to 10 kw.

Applications returned: WSPA, Spartanburg, S. C.—Modification of license to change frequency and power from 1420 kc., 100 w. night, 250 w. D. to 590 kc., 250 w.; WCSC, Charleston, S. C.—Modification of license to change frequency and power from 1360 kc., 500 w. to 1450 kc. (facilities WTFI) 500 w. night, 1 kw. day; NEW, San Antonio,—John Tindale, CP to use 1420 kc., 100 w., share KABC; WTFI, Athens, Ga.—CP to move transmitter and studio to Greenville, S. C., change equipment, frequency and power from 1450 kc., 500 w. to 1360 kc. (facilities WCSC) 500 w. night, 1 kw. day.

OCTOBER 13

WMCA, New York City, License to cover CP issued 3-11-32 change location transmitter to Flushing, N. Y.

WGY, Schenectady, N. Y.—Modification of license to use old 50 kw. transmitter as auxiliary at same location as main transmitter.

WICC, Bridgeport, Conn.—Modification of license to change from specified hours to unlimited hours except for those specified on license of WCAC.

WICC, Bridgeport, Conn.—CP to move transmitter to Stratford, Conn.

WSPA, Spartanburg, S. C.—Modification of license to change frequency and power from 1420 kc. 100 w. night, 250 w. LS to 590 kc. 250 w., resubmitted without change.

WCSC, Charleston, S. C.—Modification of license to change frequency and power from 1360 kc. 500 w. to 1450 kc. 500 w. night, 1 kw. day (facilities of WTFI) resubmitted and amended to request change of frequency only.

WTFI, Athens, Ga.—CP to change location transmitter and studio to Greenville, S. C., change equipment, frequency and power from 1450 kc. 500 w. to 1360 kc. 500 w. night, 1 kw. day (facilities of WCSC) amended to omit request for increased power and facilities of WCSC, location to be determined but not more than 5 miles from Greenville; equipment also amended as to antenna system.

Decisions . . .

SEPTEMBER 30

WAGM, Presque Isle, Me.—Granted modification of license to change specified hours of operation to as follows: 10 a.m. to 1 p.m.; 4:30 to 9 p.m.

WJBY, Gadsden, Ala.—Granted extension to Dec. 1, of special authority for station to remain silent.

KSOO, Sioux Falls, S. D.—Granted authority to operate simultaneously with WRVA, Richmond, Va., on 1110 kc. with 2500 w., from 9 to 10 p.m. Oct. 3, CST; 7 to 7:30 p.m., Nov. 5, CST; 9 to 9:30 p.m., Nov. 7, CST, in order to broadcast speeches by Governor Olson by remote control from KSTP, St. Paul, Minn.

Set for hearing: WFIW, Hopkinsville, Ky.—Requests CP to move transmitter and studio to Louisville; KLCN, Blytheville, Ark.—Application for renewal of license set for hearing, and authority granted to remain silent until application is heard.

KGGF, So. Coffeyville, Okla. (Ex. Rep. 390)—Case reconsidered, withdrawn from docket and applicant granted permission to move station from So. Coffeyville, Okla., to Coffeyville, Kans., and to increase power from 500 w. to 1 kw. day, 500 w. night, sustaining Examiner Pratt.

KSO, Clarinda, Ia. (Ex. Rep. 398)—Granted CP to move station to Des Moines, using same facilities, i. e., 1370 kc., 250 w. day, 100 w. night, unlimited time, sustaining Chief Examiner Yost.

NEW, Edmund G. Hilger, Little Rock, Ark. (Ex. Rep. 399)—Denied CP for new station to use 890 kc., 250 w., unlimited time, sustaining Examiner Hyde.

KARK, Little Rock, Ark. (Ex. Rep. 399)—Granted renewal of license on 890 kc., with 250 w., unlimited time, sustaining Examiner Hyde; denied CP to install new equipment and to increase day power from 250 to 500 w., reversing Examiner Hyde.

WPSC, State College, Pa. (Ex. Rep. 409)—Denied renewal of license to operate on 1230 kc., 500 w., specified hours, sustaining Examiner Hyde. Applicants failed to appear at hearing.

NEW, Peter Goelet, Chester Township, N. Y. (Ex. Rep. 380)—Granted CP for new station to operate on 1210 kc., 50 w., specified hours, 12 noon to 3 p.m.; 10 p.m. to midnight on Saturdays, and from 9 p.m. to 12 midnight Sundays, total 8 hours per week, sustaining Chief Examiner Yost.

WMRJ, Jamaica, N. Y.—Denied renewal of license to continue operating on 1210 kc., 100 w., sharing with WJBB, WJBI and WFAS, sustaining Examiner Yost.

KTW, Seattle, Wash.—Granted temporary license for 30 days pending investigation.

WCAD, Canton, N. Y.—Granted temporary license for 30 days.

The following stations were given until October 31 to install new monitoring equipment to comply with Rule 145: KCRJ, Enid, Okla.; KFBL, Everett, Wash.; KGCR, Watertown, S. D.; KGEK, Yuma, Col.; KGFX, Pierre, S. D.; KGVO, Missoula, Mont.; KMA, Shenandoah, Ia.; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KUMA, Yuma, Ariz.; KWKC, Kansas City, Mo.; KXL, Portland, Ore.; KXO, El Centro, Cal.; WBMS, Hackensack, N. J.; WBTM, Danville, Va.; WCBD, Zion, Ill.; WCBS, Springfield, Ill.; WHDL, Tupper Lake, N. Y.; WKBH, La Crosse, Wis.; WRAK, Williamsport, Pa.; WAWZ, Zarephath, N. J.; KPOF, Denver, Colo.; WWRL, Woodside, N. Y.; KFEL, Denver; KGEZ, Kalispell, Mont.; KGNF, North Platte, Neb.; WCAX, Burlington, Vt.; WERE, Erie, Pa.; WFAS, Yonkers, N. Y.; WHBC, Canton, O.; WOCL, Jamestown, N. Y.; WORK, York, Pa.; KFJM, Grand Forks, N. D.; KSTP, St. Paul, Minn.; WCAL, Northfield, Minn.

The Commission announced that the following frequency monitors have been tested and approved up to date for use of broadcast stations for the purpose of complying with Rule 145: DeForest Radio Co., ABM-106 Model A., 1451; General Radio Co., Oscillator Type 575-D, Deviation Meter Type 581-A, Quartz Plate Type 376-J, 1-A, 1452; Western Electric Co., Oscillator 700-A modified, 1453; RCA Victor Co., EX-4180, 1454; Doolittle & Falknor, FD-1, 1455; Bremer Broadcasting Corp., A, 1456; International Broadcasting Eqpt. Co., Type 60, 1457; Piezo Electric Laboratories, PM-125-A, 1458, and Pillar of Fire, A, 1459. In approving the monitors the Commission expects that this auxiliary equipment will be used by all broadcast licensees and will not accept as satisfactory explanations of any frequency deviation which occur simply on the basis that it was not indicated by the monitor.

OCTOBER 4

WABI, Bangor, Me.—Granted modification of license to change specified hours of operation to as follows: 9 a.m. to 2 p.m., 6 to 10 p.m., EST; station operates on 1200 kc., 100 w.

KRMD, Shreveport, La.—Granted license covering local move of station, installation of new equipment and increasing power; 1310 kc., 100 w., specified hours.

KFBB, Great Falls, Mont.—Granted license covering changes in equipment, 1280 kc., 1 kw. night, 2½ kw. day, unlimited time.

WFOX, Brooklyn, N. Y.—Granted authority to install automatic frequency control.

WNBW, Carbondale, Pa.—Granted consent to voluntary assignment of CP and license to WNBW, Inc.; granted extension of authority to suspend operation from Oct. 1 to Dec. 18.

WJMS, Ironwood, Mich.—Granted consent to voluntary assignment of license to WJMS, Inc.

KICK, Red Oak, Ia.—Granted authority to remain silent to 1-1-33 until such time as the Court of Appeals vacates stay orders, or further disposition is made of the issues involved.

KOL, Seattle—Granted extension to Nov. 6, of special authority to make field measurements to locate a transmitter site.

WMAS, Springfield, Mass.—Granted license covering erection of new station to operate on 1420 kc., 100 w., unlimited time.

WREN, Lawrence, Kans.—Granted authority to intervene, together with station WIBW, in the hearing of KMBC requesting authority to move station from Independence, Mo., to Kansas City, Kans., which authority was heretofore granted by the Commission but suspended and case set for hearing because of protests from above stations.

KLX, Oakland, Cal.—Granted authority to take depositions in re hearing scheduled for Oct. 18.

NEW, Allen Wright Marshall, Sr., and Allen Wright Marshall, Jr., LaGrange, Ga.—Granted authority to take depositions in re hearing scheduled for Oct. 25.

WSUI, Iowa City, Ia.—Granted special authority to operate from 10 p.m. to 12 midnight, CST, Oct. 21 and 22.

KFNF, Shenandoah, Ia.—Granted authority to operate additional period ending Oct. 31, using time assigned but not used by WILL and KUSD.

GLOSSARY

CP—Construction permit.
LP—Limited power.
LS—Power until local sunset.
LT—Limited time.
KC—Kilocycles.
KW—Kilowatts.
D—Daytime.
W—Watts.
Ex. Rep.—Examiner's Report.
G.O.—General Order.

OCTOBER 7

WCOA, Pensacola, Fla.—Granted license covering installation of new equipment and move of station locally; 1340 kc., 500 w., unlimited time.

KALE, Portland, Ore.—Granted consent of voluntary assignment of license to KALE, Inc.; also granted renewal of license, 1300 kc., 500 w., specified hours.

KWEA, Shreveport, La.—Granted extension of special authority to remain silent pending action on applications for CPs pending before Commission.

WSAJ, Grove City, Pa.—Granted special authorization to operate from 2 to 4:30 p.m., EST, Oct. 8, 15, 29 and Nov. 5 and 19, 1932.

W9XAL, Kansas City, Mo.—Granted experimental visual broadcasting license, 2200-2300 kc., 500 w.

Set for hearing: WGST, Atlanta, Ga.—Requests CP to increase power from 250 w. night, 500 w. LS, to 500 w. night and 1 kw. LS, (facilities of WTFI); WTFI, Athens, Ga.—Renewal of license, 1450 kc., 500 w., unlimited time; WJBY, Gadsden, Ala.—Requests consent to voluntary assignment of license to Ingram Broadcasting Co. (W. M. Ingram, sole owner).

KFPY, Spokane, Wash.—Cancelled CP granted Sept. 22, 1931, to move transmitter from Symons Bldg. to one mile north of Spokane, since 30 days has elapsed since expiration of last extension of completion date—April 15, 1932. Also dismissed from the hearing docket application for modification of license to change frequency from 1340 to 1260 kc.

KGFX, Pierre, S. D.—Denied authority to operate until 6:30 p.m., CST, during months of October, November, December and January. (Station is operating during D. only on 630 kc., 200 w.)

Applications were dismissed at request of applicants: WMMN, Fairmont, W. Va.—Modification of license to increase night power to 500 w. on experimental basis; NEW, Roanoke Broadcasting Co., Roanoke, Va.—CP, 1410 kc., 250 w., share with WHIS (facilities of WRBX).

KGW, Portland, Ore.—Granted permission to take depositions in re application for modification of license, KTAR, Phoenix, Ariz., scheduled for hearing Oct. 31.

WSBT, South Bend, Ind.—Granted order to take depositions in re application for modification of license, WSBT, and modification of license, application station WFBM, scheduled for hearing.

WSM, Nashville, Tenn.—Authorized to use transmitter formerly licensed as main transmitter for auxiliary purposes, 650 kc., 5 kw.

WJW, Mansfield, O.—Authorized to discontinue operation Oct. 6, while station is being moved to Akron and modifying antenna system.

KUJ, Walla Walla, Wash.—Granted special authority to operate unlimited time on Oct. 6, 12, 13, 20, 27 and Nov. 3.

WLBW, Erie, Pa.—Granted modification of CP to change location of transmitter and studio locally to Hershey and Robertson roads, Erie, and Reed Hotel, Erie, respectively; extend completion date of CP and cease operation at Oil City immediately.

NEW, San Juan, Porto Rico (Ex. Rep. 416); Roberto Mendez.—Denied application for CP to erect a new station at San Juan, P. R., to operate on 1370 kc. 100 w. unlimited time, reversing Chief Examiner Yost.

WERE, Erie, Pa. (Ex. Rep. 410); WHP, Harrisburg, Pa., and WBAK, Harrisburg, Pa. (Ex. Rep. 404); WORC-WEPS, WCDA, WNBX, New York and WAWZ, Zarephath, N. J. (Ex. Rep. 407)—Granted oral argument to be held Oct. 19 at 10 a.m.

KNOW, Austin, Tex.—Granted application for renewal of license to operate on 1500 kc., 100 w., unlimited time. Commission reconsidered its recent action remanding case to docket and also reconsidered its action in designating for hearing application to install new equipment and granted it. (Q. C. Taylor, Austin, Tex., recently withdrew his application for the facilities of KNOW).

OCTOBER 11

KGKX, Lewiston, Idaho—Granted modification of CP extending commencement date from June 10 to Sept. 15, and completion date from Sept. 10 to Nov. 20, 1932. Also granted temporary renewal of license and designated application for hearing; 1420 kc., 100 w., unlimited time.

KGFW, Kearney, Neb.—Granted authority to temporarily reduce hours of operation beginning Oct. 3, from unlimited to as follows: 7 to 10 a.m., 11:30 a.m. to 1:30 p.m.; 6 to 9 p.m., pending decision on application requesting one-half of facilities of station KGFW

WNAX, Yankton, S. D.—Granted authority to take depositions on application for renewal of license set for hearing Oct. 31.

KFAC, Los Angeles, Cal.—Granted special authority to operate unlimited time, subject to immediate cancellation upon final determination of the issues in the Court of Appeals in the case of KGEF, Trinity Methodist Church South, Los Angeles, but no later than May 1, 1933.

Set for hearing: WQDM, St. Labans, Vt.—Requests CP for changes in equipment; change frequency from 1370 to 1340 kc.; move transmitter locally, increase power from 100 to 500 w. and change specified hours of operation to as follows: Daily, 10 a.m. to 2 p.m.; 5 to 6 p.m.; Sunday, 12 noon to 2 p.m., EST; NEW, Atlas Broadcasting Corp., Palisade Park, N. J.—Requests CP, 1450 kc., 500 w., LT., 10 hours per day; NEW, Little Rock, Ark. Arkansas Radio & Recording Co.—Requests CP, 890 kc., 250 w. night, 500 w. LS, unlimited time; KTHS, Hot Springs, Ark.—Requests special experimental authority to change frequency from 1040 to 970 kc. during —D. only, and to operate a maximum of 8 hours during period from 6 a.m., CST, to local sunset; KRLD, Dallas, Tex.—Requests special experimental authority to operate 6 hours D., with authority to select the specified hours, and to share with KTHS at night. No change in frequency or power.

WSPA, Spartanburg, S. C.—Application submitted June 14, 1930, subsequently amended, to move transmitter locally, install new equipment and change frequency from 1420 to 1190 kc., and increase power from 250 w. day, 100 w. night, to 5 kw., was retired to files for want of prosecution.

WOR, Newark, N. J.—Renewal of license application heretofore set for hearing Oct. 28, continued to Dec. 15.

Examiners' Reports . . .

WDBO, Orlando, Fla.—Chief Examiner Yost recommended (Report 417, Docket 1698) that application for transfer from 1120 kc. to 580 kc. with same power of 250 w., unlimited time, be granted.

WHDF, Calumet, Mich.—Chief Examiner Yost recommended (Report 418, Docket 1721) that application for renewal of license on 1370 kc., 100 w. night and 250 D., unlimited time, be renewed, but with the following hours: week days, 7 to 9 a.m., 11:30 a.m. to 1:30 p.m., and 5:30 to 8:30 p.m., Sunday, 10 a.m. to 2 p.m. and 4:30 to 8:30 p.m. Proposal made on the ground that WHDF has heretofore been operated but seven hours daily.

WGAR, Cleveland—Examiner Hyde recommended (Report 419, Docket 1619) that application for increase in daylight power to 1 kw., with 500 watts at night, be granted.

WHK, Cleveland—Examiner Hyde recommended (Report 420, Docket 1638) that application for increase in day power from 1 to 2½kw. be granted, subject to condition that power may be reduced to 1 kw. if any substantial interference results from use of higher power. Night power to remain at 1 kw.

Wire Revenues Reflect Consistent Trade Rise

BUSINESS throughout the nation, insofar as it is reflected in the telegraph and cable receipts of the Postal Telegraph-Cable Company has shown a consistent, although not a spectacular, upward movement during the past eleven weeks, according to General George S. Gibbs, president of the company.

"This improvement has been fairly general, but it has been most pronounced, if that is not too strong a word," said General Gibbs, "in the section which embraces the Mississippi Valley and extends to the Rockies, in the southwest and in the New York metropolitan area.

"The improvement in the metropolitan area is gratifying, because it is here that sentiment has been supposed to be most bearish. Of perhaps equal importance, however, is the comparable improvement, as reflected in our figures, in the Mississippi Valley and the southwest in that they show that the improvement is nationwide and diversified.

"With regard to international business, as it finds reflection in our reports of cable traffic, it appears that New York, the south and the Pacific coast are leading.

"This is the first time since April, 1931, that there has been an uninterrupted upward trend for as long a period as eleven weeks."

Washington Visitors*

E. K. Cohan and A. B. Chamberlain, CBS, New York
W. G. H. Finch, Hearst radio stations, New York
Eugene V. Cogley, WLBW, Erie, Pa.
Loren L. Watson, WGST, Atlanta
Wallace Kadderly, KOAC, Corvalis, Ore.
Dr. Troy Miller and J. E. Tappan, WRHM, Minneapolis
Edwin M. Spence, WPG, Atlantic City
P. J. Hennessey, Jr., NBC, New York
David Sarnoff, RCA, New York
T. S. Baker, Press Wireless, New York
F. J. Meinholtz, New York Times Radio, New York
J. R. Nolan, KLX, Oakland, Cal.
H. V. Blaxter, KQV, Pittsburgh
W. C. Ballard, Jr., Ithaca, N. Y.
Charles B. Shrantz, Washington, Pa.
W. B. Brown, WECH, Emory, Va.
Gardner Cowles, Jr., KSO, Clarinda, Ia.
A. L. Ashby, NBC, New York
Frank W. Wozencraft, RCA, New York
Ramsey Oppenheim, Western Advertising, San Francisco

A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, *October 1-14.*

Radio in Politics

By JOHN HENRY*
Manager, KOIL, Council Bluffs-Omaha

RADIO will play a big part in the 1932 campaign. It played a big part in the last campaign—in the last several campaigns. But probably this year will see a greater use of radio as a means of reaching the people than ever before. Politicians know the power of radio and they use it liberally to get their messages into the minds of the voters. Years ago when the candidate had to personally visit as many communities as possible and talk to as many people as possible, to say nothing of kissing as many babies as possible and shaking hands several hundred thousands of times, campaigns were more colorful, but not so sensible. Most of us regret the passing of the old torch light procession with its weird, smoky glare and the martial music of the bands, but after all those processions didn't make people think clearly along lines of importance in government. After all, America is a democracy. The government cannot possibly be much better than the people make it. Voters must understand conditions and issues and be prepared to weigh them intelligently and vote wisely. The tricks of oratory and the play on emotion which the old-time politicians knew so well how to use, were colorful, but they didn't do much to clarify the real issues before the people. Those things more often than not, beclouded the important things of the campaign.

Radio has driven the old type of campaign into the discard. Today the candidate goes directly to the people—talks to them while they listen in their homes where they are at ease and where they can be expected to listen attentively and consider carefully what they hear. The speaker who delivers his address before a studio microphone cannot rise to heights of oratory as his party followers applaud thunderously. Nor can he be thrown off his guard by the hecklers from the opposite party. His flag-waving can't be seen, and if he pounds the desk in front of him, the noise he creates only sounds like static and his hearers shut off the radio and go to bed. The only speaker the radio audeince will listen to is the one who has something to say. Radio cuts through all the subterfuge and gets down to realities. The spoken word is not aided by gesture or any other thing, save the meaning it conveys. Over the radio, the listener can quickly tell whether the speaker is earnest and sincere. His voice, its inflection and tone tells much. And the logic and clarity of the thought expressed have powerful influence in molding public opinion.

In the worthy desire to impress as many voters as possible with the justice of the position they have assumed on matters of public interest, the candidates will use radio more freely than ever before. They will not spend so much time in travel, but will probably spend a great deal more time in thought and preparation of what they are going to say when the announcer motions to them that the mike is open and they are on the air.

There are tremendously important issues before the country this year. The future success of our government may be determined by the men who direct it during the next four years. Economic welfare of a hundred and twenty-five millions of people is at stake. Every man and every woman needs to think on the problems of government. It is a duty the citizen owes his nation when that nation is a democracy. And the political parties realize it. They are going to do their utmost to carry the facts to the voters.

*From a "Koil Komments Editorial" broadcast over KOIL.

XUM

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Engineer with W.E. 5 and 50 kw. and RCA 500 watt television experience; also 3½ years commercial operating; single; will go anywhere; good references. Address Box 46, BROADCASTING.

Experienced broadcast operator, now working part time, desires steady position; single; good references. Box 56, BROADCASTING.

Microphone Service

Guaranteed Microphone Repairs — Any make or Model—24 hour service. Stretched diaphragm double button repairs, $7.50. Others, $3.00. Single button repairs, $1.50. Write for 1933 Catalog with diagrams. Universal Microphone Company, Ltd., Inglewood, California.

Help Wanted

Unlimited Time Eastern 100 watt station will soon open with new RCA Transmitter, new Studios, City 175,000, ten-mile radius 400,000. Applications considered all departments. Commercial prospects extraordinary. Tell qualifications, experience, references, salary, sales, etc. Absolute confidence, working interest if desired. Box 57, BROADCASTING.

EXTENSIVE SHUFFLING of executives and staff members of NBC, San Francisco, has made Andy Love new continuity editor to succeed Madonna Todd, who left for San Diego; Tom Kelly is now in charge of drama productions; Helen O'Neill has been promoted to the newly created post of assistant production manager.

The Other Fellow's Viewpoint...

Earned Rates

To the Editor of BROADCASTING:

KPRC, Houston, has issued a new national and local rate card, effective Oct. 10, changing our rates slightly and with this special clause under the heading "Discounts": *"Discounts are not applicable until earned.* All contracts are billed at open rate, and client credited with applicable discounts when contract is completed."

In the past we have been greatly troubled mostly in the local field, but occasionally on national contracts, by advertisers contracting for the use of 13 or more periods to secure a discount, when it was not their intention to run more than four or five, and this subject of back-billing is one worthy of much discussion. We have contacted all of our large local advertisers and find them unanimously in accord with our plan to stop the necessity of back-billing, and will appreciate your editorial or personal comment on the subject. Our new plan works out in this manner. We have a client to whom we sell 26 fifteen minute programs at a cost of $100 each, less 10 per cent quantity discount. During the first five months of the campaign, he has used 22 programs, which have been billed at $100 each, the open rate. His last statement which completes the contract will be billed: 4 programs at $100 each, $400. We will then show a credit on that statement for 10 per cent on the total amount of $2,600 or $260, which will be deducted from the last months billing, making a net due us of $140 for the last month.

As agency commissions are deductable on the amount of the statement, this plan will eliminate the necessity of charging or crediting the agency with earned discounts, there will not be any necessity for an agency to pay the station a short-rate fee which in some instances they cannot collect, we have granted the client the discount to which he is entitled, and on the whole, believe that we are protecting our representatives from disagreeable back-billing practices.

INGHAM S. ROBERTS,
Commercial Manager,
KPRC, Houston, Tex.

Sept. 24, 1932.

Guider on Libel

(*Continued from page 12*)

speeches in advance from all candidates, or by contracting with the first and all subsequent candidates, and thus retain the right to demand deletion of matter which seems libelous. He declared that these suggestions impose upon broadcasters the difficult task of scrutinizing for its legal effect each personal reference made in a political speech and the additional duty of "monitoring" the speech as it is rendered. "But even then the station may not feel that its worries are ended," he said.

"Suppose the speaker, in the enthusiasm of the moment, or even inadvertently, departs from the text of his speech. If the departure involved the use of language that is neither libelous, indecent nor obscene, the station would have no reason to terminate the broadcast. But suppose further, as might readily be the case, that the speaker indulges in some extemporaneous remarks, involving the personal qualities or conduct of his opponents. The monitor, who is not likely to be trained legally, must instantly decide whether the speaker is to be severed from his audience. From the point of view of the broadcasting station the situation teems with dangerous possibilities. Where the facilities of the station have been purchased by the speaker, he is entitled to a freedom from interruption during his time on the air, so long as he acts in a lawful manner, and it will be no defense for the station to say, that on the spur of the moment, it erroneously concluded that a libel was about to be uttered."

Mr. Guider concluded that, unfortunately, there is little prospect of any early expression by the Supreme Court on the subject of defamation by radio. He said the Nebraska case has been returned to the trial court for reconsideration, and that even if this case should ultimately find its way to the highest tribunal, that court may not feel called upon to interpret Section 18 (political section of the radio act) beyond a finding relating only to the particular issue in the Sorenson case.

WHEN KHJ, Los Angeles, wanted to put on a drama production based on police broadcast, it borrowed the police official announcer, Officer Rosenquist, to do the actual announcing.

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Without obligation, a USG Sound Control Engineer will gladly consult with you. For an appointment or further information please address the United States Gypsum Company, Dept. B-10, 300 W. Adams St., Chicago.

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